

Young Londoners - successful futures

The Mayor's renewed agenda for children and young people



Young Londoners - successful futures

The Mayor's renewed agenda for children and young people

Greater London Authority

July 2010

Published by

Greater London Authority

City Hall

The Queen's Walk

More London

London SE1 2AA

www.london.gov.uk

enquiries 020 7983 4100

minicom 020 7983 4458

ISBN 978 1 84781 387 9

Cover image: © Alex Green

Copies of this report are available from

www.london.gov.uk

Printed on Evolution Satin.



Contents

Foreword from the Mayor	7
Summary	8
Children and young people's voice, volunteering and participation	9
A good start in life	13
Family and early intervention support	16
Achievement for all	18
Healthy living, sport and culture	21
Good transitions to adulthood	25
Acting on the best evidence	28
Endnotes	30

Foreword from the Mayor

My vision for London is that it is the 'best big city on earth', in which economic opportunity and talent can thrive and children can grow up safely.

I want to increase opportunities for – and promote the aspirations of – children and young people in London, to improve their life chances and reduce youth crime.

Engagement of young Londoners so that they feel more involved in the city will continue to be central to my approach. This includes promoting positive images of young people by highlighting their achievements, whether these are through volunteering, citizenship initiatives or sporting or cultural excellence.

In my first two years as Mayor of London, I have developed a significant range of policies and projects to support these objectives. My key areas of focus are to:

- Make London a safer city for young people, as well as providing them with the opportunities to make successes of their lives;
- Focus on those children in greatest need of support including the most vulnerable and disadvantaged young Londoners and their families; and
- Encourage 'what works' and continue to invest in targeted support programmes that reach 'the right families', in the tight public spending environment.

I want to see better support for children and families in London. Investment in education and training is crucial, especially for those vulnerable



young people who may otherwise fall through the net.

Together with London boroughs and central government, I want to do more to bear down on child poverty in London, which blights life chances and can perpetuate intergenerational disadvantage.

In some areas I can have a direct impact, including through the functional bodies. In others, I shall use my ability to access government, work with the boroughs and provide the energy and leadership so that more young Londoners realise their full potential and talents, and do not become the victims or perpetrators of youth crime.

This includes benefiting from the Olympic dividend and other quality-of-life opportunities for young Londoners through sport, music and culture in the lead up to – and legacy of – the 2012 Games.

A handwritten signature in black ink, which appears to read 'Boris Johnson'.

Boris Johnson
Mayor of London

Summary

This report sets out the Mayor's priorities and plans for young Londoners for the duration of this Mayoral term (until 2012).

While the Greater London Authority (GLA) does not have any specific statutory powers in education and children's services, the Mayor has developed a significant range of policies, projects and initiatives – a combination of universal and targeted interventions – which support his objectives for young Londoners. In many cases, this work is, and will be, in collaboration with key partners such as the boroughs, NHS and voluntary and community sector.

In the current, tight public spending environment, the Mayor's (and other public services') scope for major financial investment is restricted. The London Development Agency (LDA) is continuing to fund some direct initiatives and the Mayor is actively seeking to encourage private sector support for several priority areas set out in this report. To optimise impact it is essential that all partners align their resources to contribute to the delivery of this vision.

The Mayoral term to date has seen a significant priority, working with the Met Police and others, on bearing down on serious youth violence and preventative efforts to make London a safer city for young people through the Time for Action programme.

Recent deaths of teenagers in London reinforce that while these incidences have been reducing overall, the objectives for 2010-12 must retain the focus on youth crime prevention. Indeed,

the Young Londoners Survey records that there remain a significant number of young Londoners who have fallen victim to crime.

However, the objectives will also be to sustain and deepen the Mayor's contribution to, and impact on, improving young Londoners' lives within wider objectives. The main areas of priority are:

- Children and young people's voice, volunteering and participation
- Child poverty, tackling disadvantage and improving children's life chances
- Family support and early interventions, including in health
- Reducing numbers of children and young people not in education, employment and training (NEET)
- Children in care
- Youth crime prevention.

While this is not a strategy consultation, the Mayor welcomes Londoners' feedback on this renewed agenda, now and as the projects and programmes develop (see page 29).

Children and young people's voice, volunteering and participation

Mayor's objectives

The key aspects of the GLA's children and young people's work for the Mayor are: to give all young Londoners a voice; gain a better understanding of what it is like growing up in London; and know the priority issues for children and young people themselves.

In urban and deprived areas of London, the Young Londoners Survey¹ (2009) suggests that children and young people are likely to have fewer opportunities to engage in positive activities than those in more affluent areas – and this lack of provision can hold back their social development and life opportunities (see www.london.gov.uk/who-runs-london/mayor/publications/society/young-londoners-survey).

Positive activities can offer young people the options and space to gain new skills and raise their aspirations. Participating in music or the arts can also help to develop self-discipline and emotional maturity.

In addition, as the Mayor's Time for Action programme set out in 2008, positive activities can change lives and, while worthwhile in

their own right, such provision can also help support youth crime prevention, including key issues such as young black people being overrepresented at all stages of the criminal justice system.

What have we done

The Mayor will continue to highlight positive images of young Londoners, so that the plethora of positive achievements of young people are covered in the media as prominently as those tragic cases of serious youth violence.

This has included being a key supporter of the *Spirit of London Awards*, with the Damilola Taylor Trust, London boroughs and many celebrities (see <http://spiritoflondonawards.com/>).

The Mayor will continue to seek and listen to the views and experiences of young Londoners, whether in periodic Young Londoners Surveys (2004, 2009) or special consultation meetings. The Young People's Consultation Event in 2009 was a first for the Mayoralty and is to be repeated in 2011.

Young Londoners Survey, 2009:

Uptake in activities such as youth clubs and other youth projects has increased (41 per cent now attend these very or quite often, up from 28 per cent in 2004). Numbers of young people taking part in uniformed children's activities and volunteering are encouraging with 21 per cent and 19 per cent, respectively, taking part very or quite often. Young Londoners view the Olympic and Paralympic Games in a much more positive light than adults. Eighty-four per cent of young Londoners agree the Games will be a good thing for London compared with 57 per cent of adults.

The most recent Young Londoners Survey, in 2009, paints a predominantly positive picture of how young people view their lives in London. Positive trends include an increasing number of young Londoners satisfied with their local neighbourhood, and feeling safe there; valuing the ‘mix of people’ as one of the best features of London; more of them playing sport, using libraries, homework clubs or other educational activities, and using London’s parks, open spaces and nature reserves.

Young Londoners are more likely to have taken part in a consultation than in 2004 and feel more able to influence decisions within their school than they did then. While over half (55 per cent) have engaged in positive activities to influence change, the survey also found that 51 per cent of those who had not taken part in an activity to influence change did not do so because they had not been asked – and not out of lack of interest. The Mayor’s promotion of more volunteering options for young Londoners will help here.

The Met Police, through its Youth Engagement strategy, supports a range of projects that encourage London’s young people to participate in positive activities and reduce engagement in crime or anti social behaviour:

- Kickz (football) is now in every borough;
- Street Chance (cricket) now records some 25,000 attendances;
- Met Track (athletics) is in 22 boroughs and has an 80 per cent non-offending rate of participants;
- Hitz (rugby) is a new project coming on stream; and
- Hoopz (basketball) and Met Row (rowing) are new projects for Croydon and Hackney.

The engagement work of the GLA Peer Outreach Workers team (of 40, 15-25 year olds) is shaping priorities and contributing directly to the delivery of policy and programmes for the Mayor, the Department of Health, the Met Police, London boroughs and other partners.

Some examples of the Peer Outreach Workers (POW) team’s projects are:

- Delivered ‘master classes’ to Neighbourhood Ward panels on how to better involve young people – this led to an award being made to the team by the Safer London Foundation, Met Police and the Metropolitan Police Authority. The team is also delivering a pilot training programme for new police recruits on how to engage with young people.
- Support London boroughs to improve their engagement with disabled young Londoners, which was found to be a major deficit in their precursor Young Inspectors’ Project (2008-09). A report is being produced with recommendations on improving the responsiveness of borough front-line staff.
- Work on a range of health projects, from an alcohol awareness project with the Ambulance Service (see annex), to specific sexual health areas including teenage pregnancy and HIV Aids.
- Worked with the Met Police and Football Foundation to establish a Londonwide Kickz Youth Board of young people who attend

Kickz activities at all major football clubs in London. Board members actively lead on applying for funding and the national evaluation of the Kickz programme. POW support has extended to TfL and the British Transport Police Youth Boards.

The POW team also facilitates a cross-section of London children between 7 and 15 years old (Lynk Up Crew), who help advise the Mayor on GLA policy making and act as a voice for other young Londoners.

The London Leaders (a project of the London Sustainable Development Commission)² supports 15 individuals committed to catalysing sustainable change in the city, many of whom

have worked, or are working with, young people. Young people who volunteer, and learn about climate change, then may go on to lead more sustainable lifestyles which will benefit London in the long term (see <http://londonsdc.org/londonleaders/>).

What we plan to do

Groups like the scouts, girl guides and the police cadets desperately need more adult volunteers to give London's young people guidance and direction. The Mayor has launched a Londonwide call for action through employer-supported volunteering, with a focus on adult volunteering in structured activities for young people, mentoring and other youth provision.



In 2010-11, this work will include a campaign to promote student volunteering in uniformed and non-uniformed youth organisations, and a targeted pilot project that will aim to establish uniformed youth groups in areas with new and emerging communities in locations suffering from the impacts of serious youth violence.

It is anticipated that over a million people will express an interest in the 78,000 volunteering opportunities related to the London 2012 Olympic and Paralympic Games. The Mayor is determined that young people should be able to take advantage of these opportunities and it is now confirmed that 16-18 year olds will be able to participate in the Mayor's host city volunteer scheme, which will be formally launched in summer 2010.

As well as providing young people with a once-in-a-lifetime experience, participation in Games-time volunteering will give them skills and experiences which will serve them well in future life, and give them a taste of the many benefits of volunteering.

The LDA will work with stakeholders to ensure that we can create a legacy for volunteering inspired by the 2012 Games. This will build on volunteers' interest by supporting Londoners to access the thousands of volunteering opportunities that are available across the city; and ensure that those who are not successful are supported in accessing the many volunteering opportunities available.

The Mayor will be working on a new phase of the Time for Action plan to recruit more adult

black men as mentors and, through the LDA, will be funding an expansion of mentoring programmes in the capital.

The Mayor will be supported in this work by Richard Taylor, who brings his youth diversionary experience from his acclaimed work at the Damilola Taylor Trust, and Ray Lewis, who runs the successful Eastside Academy (see www.london.gov.uk/get-involved/volunteering/public/types-of-volunteering/community).

Alongside this initiative, the Mayor is working in partnership with the Black Police Association to expand their schools-based youth programme, VOYAGE (see www.metbpa.com/Youth_Programmes/Youth_Programmes_Voyage).

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'Children and young people's views, participation and volunteering' (see www.london.gov.uk/priorities/young-people).

Mayor's objectives

Child poverty today can mean lower skills and aspirations, poorer health and unemployment for future generations in London. At the same time, tackling poverty also brings wider social benefits, by making work pay, improving the quality of life for families and promoting children's life chances.

In many respects, a child's life chances are set well before the child reaches school. Yet support available for parents is of variable quality and fragmented in London, including around employment, childcare and benefits entitlement.

Overcrowding can have an adverse impact on the social, health and educational outcomes of children and young people in those households³, and London has around 207,000 overcrowded households.

What have we done

The Mayor and London Councils have supported the London Child Poverty Commission which published a number of recommendations in its legacy report (see www.londonchildpoverty.org.uk/).

The London Child Poverty Commission reported in March 2010 that 'overall [child poverty] remains scandalously high, with over 600,000 children – almost four in ten – living in poverty, after housing costs'⁴.

The latest poverty figures (for 2008/09, published in May 2010) show no reduction in child poverty in London since last year – still 39 per cent after housing costs – compared with

31 per cent in the UK. The poverty rate for children in London, higher than for any other region, has shown little change over the last decade.

Many of the key interventions are in the hands of central government, and a key message from the Commission that the Mayor has raised with the new government is that preventative spending in areas of proven, long-term effectiveness will avert more expensive, remedial work in children's health and criminal justice services in the future.

The Mayor's Health Inequalities Strategy (April 2010) seeks to promote improvements in the physical and emotional health of children, such as a more robust school nursing service. The Mayor also supports better co-ordinated child health visitor services with greater outreach capability to focus on the most vulnerable and disadvantaged children and families.

The London Housing Strategy sets out the Mayor's commitment to halve severe overcrowding⁶ in the social rented sector by 2016. The Mayor will publish a London Overcrowding Action Plan in July 2010 to assist social landlords in meeting this target (see www.london.gov.uk/priorities/housing).

Finally, transport costs are a significant factor for many Londoners. When announcing the new fares structure in January 2010, the Mayor confirmed that free and concessionary fares by Transport for London (TfL) would be retained for children and young people, including the free bus and tram fares ZIP scheme



(see www.tfl.gov.uk/tickets/14312.aspx), as well as for older and disabled people and those on Income Support, Employment and Support Allowance or Jobseeker's Allowance.

What we plan to do

Early years will form a key element of the Mayor's Health Inequalities Strategy Summit, due to take place in November 2010, and the Mayor will call partner agencies to action through an early years' expert round table.

The Mayor will work with London partners to promote continued investment in targeting support to the most disadvantaged children and families. This includes pre and postnatal health services, early years' education and continuation of the government's extended services disadvantaged subsidy (beyond 2010-11), so

that charging arrangements do not form access barriers to poorer families.

The Mayor sees greater scope for integrating public health, social care, community and education provision – from dental care to behaviour support – where evidence shows better value for the public purse and stronger, overall impact on children's progress and well being⁵, and so reduce child poverty and its effects.

For example, primary health professionals, job advisors or community sector workers can better reach and support children and parents in universal settings, such as schools and children's centres. This may be helped if Local Strategic Partnerships have more flexibility to commission services across traditional boundaries of health, housing, economic development, employment

and skills and childcare services, and the Mayor welcomes borough-led initiatives in this area.

The Mayor is keen to engage with those Total Place borough pilots that are focused on children and young people (including Croydon and Lewisham in London, and also Birmingham and Manchester). For example, Croydon Local Strategic Partnership members are focusing on the journey from conception to seven years. Many public services can benefit down the line from successful collaboration, with substantial cost savings across education, health, police and social security budgets.

Lack of access to affordable childcare can act as a severe barrier to parents who need to work. The Mayor will help make this case to government for a simplification of the complex system of support for childcare costs – which are 25 per cent higher in London – to improve parental employment rates.

The LDA is investing £7.8 million on further pilots under the current phase of the Mayor's Childcare Affordability Programme (CAP09) until the end of 2011/12. This will enable up to 1,400 parents over two years to enter and sustain employment (more than 9,000 families received assistance under the previous programme). This forms a key part of the Mayor's Economic Recovery Action Plan.

The LDA and GLA will conduct an analysis of the London childcare market to assess availability and flexibility, barriers for parents and any market failures.

The Mayor will continue to promote the London Living Wage, a policy that recognises that one half of children living in poverty have a working parent. By taking account of the capital's high living costs it seeks to ensure that work pays for those in low-paid jobs. (The new 2010 rate is £7.85 per hour, higher than the national minimum wage.)

At the same time, the Mayor will engage with the new government on the more radical measures that are needed to reform the benefits and tax credits system, in order to address London's lower employment rates, especially among parents, and to make work pay.

The Mayor will make the case to government that there should be a London dimension to any future arrangements under the Child Poverty Act, which can draw on learning through the London Child Poverty Commission and ensure a strong focus on London's high needs.

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'A good start in life' (see www.london.gov.uk/priorities/young-people).

Family and early intervention support

Mayor's objectives

The most significant influence on children and young people's well being and development is the nurturing and support provided by their parents or carers. This can be bolstered by the roles of extended family members like grandparents and step-families and, where needed, through family support and early interventions⁷.

Surveys show that parents want to be able to access support in how to communicate, set boundaries and develop healthy relationships with their children. Families with either disabled children or parents may have more complex support needs. The Mayor will take forward work to identify those high-quality parenting programmes that both meet the needs of London's parents and have an impact on a wide

range of inequalities in children's early years, education and health outcomes⁸.

Supporting children's confidence and self-esteem are important as outcomes in their own right, as well as helping them achieve more at school, develop good life chances and reduce risk of involvement in crime. Supporting parents and improving child well being can also reduce the risk of children and young people suffering problems due to substance misuse.

What have we done

The Mayor's Health Inequalities Strategy sets out an ambitious and long-term objective to develop and implement an early intervention and family support programme. This includes building a business case for appropriate investment in public health, prevention and early years intervention.



The GLA will work closely with the NHS in London, Department of Health, London Councils, Association of London Directors of Children's Services and others to deliver this programme. (see www.london.gov.uk/priorities/health/tackling-inequality).

Already underway, under Project Brodie (part of the Time for Action programme), is a GLA/London Councils parent advocacy pilot programme. This is exploring ways to better support parents of students who are making the transition between Pupil Referral Units (PRU) and mainstream education, in order to improve attainment, promote safer environments and reduce unauthorised absences.

What we plan to do

Through the Health Inequalities Strategy, the Mayor is committed to working with partners to promote early interventions and better support for parents and carers, young people's emotional health and readiness for learning, and improved access for young people to sexual health, drug and alcohol prevention services.

In terms of the way that London's services are planned, this includes increasing and improving delivery of integrated solutions for early years and families. Critically, this involves engagement with young Londoners to identify their concerns, and the strategy refers to completion of delivery and sharing learning from the *You're Welcome* project by GLA Peer Outreach Workers to improve local, NHS accessibility for young people.

The Mayor is concerned at the great variability in access to child and adolescent mental health

services (CAMHS) across London. Parents are often unaware of the different support available and, when they do know or are referred, they often discover there is a shortage of services in their local area. There may also be gaps in services for young people with complex behavioural problems who commit crime.

As part of the Health Inequalities Strategy the Mayor will support the work of partners in both the statutory and voluntary sectors to look at the specific needs of vulnerable young people with complex drug use issues who are at high risk of sexual exploitation.

The Mayor will consult and gauge in which areas he can best add value to parenting support in London, in the context of the variability of provision and its fragmentation.

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'Family and early intervention support' (see www.london.gov.uk/priorities/young-people).

Achievement for all

Mayor's objectives

It is hard to think of any issue more important to economic development, wealth creation and social development than education. The Mayor believes it is vital that we help young Londoners in this area – from getting schooling right to promoting the high-end skills that are critical to London's competitiveness.

Research shows that a focus on behaviour and attendance in the school does have an impact on narrowing the attainment gap between economically disadvantaged and other children. As well as schools-based interventions, many of the factors that will determine how children thrive or do not succeed are outside the control of schools.

In fact, key research finds parental involvement in their child's reading to be *the* most important determinant of language and emergent literacy⁹, as well as showing that fathers' engagement in their children's development can be as crucial as that of mothers (and this is being taken forward through parenting work).

Children in care deserve the same high standard of education, health care and opportunities that we want for our own families. Yet this is a

group facing many disadvantages and taken as a whole their educational outcomes are appalling. The Mayor first highlighted his commitment in this area in his Time for Action Mayor's Scholars programme (see www.london.gov.uk/priorities/young-people/youth-crime).

What have we done

The Mayor's approach is to work in partnership with others (including the London Children and Young People's Partnership) to improve education, through innovative solutions and dealing with under-performance.

This is exemplified by his Academies programme, being delivered by the LDA, which has begun with the first two schools (Nightingale Academy – formally Turin Grove School, and Aylward Academy – formally Gladys Aylward, in London Borough of Enfield) due to open as Academies in September 2010 (see legacy.london.gov.uk/mayor/mayor-decisions/docs/20090721-md379-academies-programme.pdf).

The LDA will be investing up to £8 million¹⁰ from 2009/10 - 2013/14 in the phased opening of up to ten Academies. For the Enfield Academies, this is a unique sponsorship partnership between the LDA and the Academies Enterprise

Young Londoners Survey, 2009:

There is strong sentiment among young Londoners that their schools are equipping them with the education and life skills they need to go on to university or college, and to get the career they want. However, 37 per cent still report that they consider truancy to be a problem in their schools. Two in three (67 per cent) believe they can influence what goes on within their school – a rise of 15 points from 2004. This clearly suggests that many schools have provided improved opportunities to the way they engage with their pupils.

Trust, using a regional development agency's connections in an innovative way to support young people to gain the skills and training they need to progress and succeed in London's labour market.

Project Brodie focuses on promoting safer educational environments, preventing absence and enforcing attendance (see www.london.gov.uk/priorities/young-people/youth-crime). This includes a courts study (commissioned by the GLA and London Councils) into the efficacy of enforcement measures to tackle truancy. It is mapping the various approaches taken across London and identifying promising approaches where they exist. The aim is to develop pan-London guidance on effective truancy enforcement.

Project Brodie is also identifying best practice on anti-bullying strategies and effective anti-violence projects, and supporting the Met Police in strengthening and extending Safer Schools Partnerships in and across London, including to primary schools, Pupil Referral Units and FE colleges. The GLA and Met Police are also partners in the Schools Safety and Cohesion Programme to support London schools develop a framework to bring together all aspects pupils' safety and well being.

The Mayor continues to champion the issue of tackling homophobic bullying in schools. He has supported Stonewall in the production of a resource for secondary schools that will support young lesbian, gay and bisexual young people throughout London and seeks to set best practice in this area.

A key strand of *London Enriched*, the Mayor's Strategy for Refugee Integration (December 2009), is work to overcome the specific challenges faced by refugee and asylum seeking children and young people. This will aim to improve their health, well being, safety and educational attainment, and ensure they enjoy the same life chances as their peers (see www.london.gov.uk/who-runs-london/mayor/publications/society/refugee-integration-strategy).

The Mayoral Education Legacy Programme for the 2012 Games is now in its third phase and continues to provide a platform for educational organisations to put on programmes for the benefit of all Londoners. There is a specific focus on inspiring young people to improve their educational, cultural and employment opportunities.

What we plan to do

The LDA is looking to use its influencing role to support the continuing development of supplementary education for those most at need in London. Private investment is also anticipated to set up new supplementary schools across the capital.

A new Housing Supplementary Planning Guidance is currently being prepared and will seek to provide an accessible guide to implementing the Mayor's key Draft Replacement London Plan policies, including Policy 3.19 in relation to planning for housing and social infrastructure such as education facilities.

The Mayor will continue to monitor – and raise with government where necessary – the issue of the pressure of demand on school places in London. Early warning of substantial, increased demand for primary school places was provided by the GLA (*Focus on London 2008*) and subsequent estimates in early 2010 by London Councils, and using GLA data, predicted a shortfall of 50,710 places over the next seven years¹¹.

The Mayor has a role to support London boroughs with some of the major challenges that London's children in care face, including in areas where pan-London action enhances local work. Currently, and in the future, the GLA and LDA will be working to give extra support to children in care and improve the life chances of care leavers.

A key early initiative is a Near Peer Mentoring pilot project to train up care leavers from London Boroughs of Hackney and Islington who are presently at university to be mentors to children in care in these boroughs.

Further children in care work is now being planned, with input from London directors of children's services and voluntary organisations in the field, around how the Mayor can add value in relation to ensuring children in care's voices are heard and stigma challenged and improving access to CAMHS services.

Finally, education will be a major focus for the Olympic Park Legacy Company, in which the Mayor is a 50 per cent shareholder. Legacy plans being developed by the company for

the Olympic Park include a new school called Chobham Academy which will be opened by September 2013 in the Olympic Village. This will take around 1,800 pupils from the ages of three to 19. The legacy plans also include building more schools and other new higher education facilities.

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'Achievement for all' (see www.london.gov.uk/priorities/young-people).

Healthy living, sport and culture

Mayor's objectives

The rise of childhood obesity represents a massive future burden of ill health, and London and the West Midlands have the largest percentage of obese children. This is despite London children having the highest level of fruit and vegetable consumption of any region¹².

The Mayor will help to combat child obesity through encouraging and providing greater opportunities for them to be more physically active. Some research also indicates that children who grow their own food go on to eat more healthily and appreciate more nutritional food, and the Mayor is active on this front too (see schemes below).

The health of a family and the environment in which the family lives can have a significant impact on children's life chances – including play space and wider access to parks and green spaces.

The contribution to young Londoners' life chances of out-of-school activities and sporting and cultural opportunities is considerable, alongside the crucial impacts of a good early years start, educational achievement and the

right support within the family and in the home environment.

What have we done

The Mayor has invested £6 million in improving the quality and safety of ten London parks. Children and young people are among the main beneficiaries of these initiatives to improve the public realm and Londoners' quality of life.

The Mayor has made a total of £15.5 million available to fund a range of activities in sport between now and 2012. This includes a £7.5 million programme of investment in community sports facilities, with the primary focus on small park, community or estate-based facilities. £4 million will also be available for initiatives that use sport to promote better health and social cohesion.

This will help deliver, along with the role of other agencies, the action in the Mayor's Health Inequalities Strategy to 'develop a city-wide schools challenge to get children more active'.

Through the Mayor's *Sporting Future for London* strategy (April 2009), children and young people will benefit from plans being delivered to increase participation in sport and physical

Young Londoners Survey, 2009:

There appear to be substantive, positive changes in the way young Londoners capitalise on their free time. Playing sport has risen by 11 per cent and use of open spaces by 25 per cent since 2004. Fewer young people are now concerned about a range of environmental issues (including graffiti, traffic pollution and litter) than in 2004, yet the total number with some concerns remains high, in the four in five range.

activity; help tackle health issues such as obesity; and use sport to equip young people for the future and prevent violence.

Investment in sport has already supported initiatives such as the 'Panathlon' Challenge, a programme that encourages severely disabled young people (aged five to 19) to take part in competitive sport; Street Athletics, a community-focused youth engagement programme targeted at disengaged and disaffected young people under 20 years old; and a London Boxing Academy education project that uses boxing to re-engage and re-integrate excluded young people (see www.london.gov.uk/priorities/sport/funding-projects).

Through the PlaySport London: Free Sport programme, the Mayor supported over 270 community groups to deliver thousands of hours of free sport coaching across all 33 London boroughs – a total investment of over £380,000.

Make a Splash is a new scheme within the PlaySport London programme that offers 'mobile' pools. Since autumn 2009, the Mayor and partners have funded two swimming pools, which will be placed in three venues each during 2010, including at a primary school. Through this programme, over 15,000 children and adults will learn to swim each year in parts of London which do not have permanent facilities (see www.london.gov.uk/priorities/sport/).



funding-projects/funded-projects/mobile-pools).

Big Dance 2010 (see www.bigdance2010.com) invited nearly 3000 London schools to offer an extra 20 minutes of dance or physical activity each day from 5-9 July. This pledge could be part of the schools' offer to provide at least three hours of sporting activity both in and out of the curriculum every week.

The Mayor wrote to all 2,300 plus primary schools in the capital in January 2010 urging them – in a Capital Growth schools competition – to create thriving food gardens in which children can grow their own fruit and vegetables (see www.capitalgrowth.org/home/).

The GLA funds free visits to the London Wetlands Centre for pupils from state schools across Greater London. This has meant that over 70,000 pupils have benefited under the Mayor's scheme, many from London's most deprived boroughs.

Spring 2010 saw the Mayor launch his new Music Education Strategy, *Making Music Matter* (see www.london.gov.uk/who-runs-london/mayor/publications/culture/music-education-strategy). This is a two-year education programme dedicated to improving provision across London and includes a Music Education Fund of £100,000 (see www.london.gov.uk/priorities/art-culture/access-and-participation/music-education-fund).

The pot will be used to seed fund partnerships between local authority music services and

orchestras in order to provide children and young people with a chance to work with professional musicians.

Other key parts of the programme are Rhythm of London, a week-long celebration of the great musical provision on offer in the capital – which in April 2010 included nearly 40 events, involved 60 schools and contributed to a major St George's day concert on Trafalgar Square (see www.london.gov.uk/rhythmoflondon/).

Children's Art Day is a national campaign that the GLA is supporting in London, with the active participation of all the capital's galleries, museums and schools. The week-long celebrations in July provide opportunities for thousands of children, families and teachers to encourage an interest and develop expertise and skills in the visual arts.

What we plan to do

Over the next three years, the Mayor will invest in excess of £220 million in over 50 public space projects, ranging from redesigned streets to reclaimed green spaces and waterways.

The Mayor is particularly determined to capture the best possible sporting legacy from London's staging of the 2012 Olympic and Paralympic Games. The Mayor will do everything in his power to ensure that the legacy of world-class sporting facilities in east London's Olympic Park should benefit all Londoners.

He will therefore work with the Olympic Park Legacy Company (OPLC), the Lee Valley Regional Park Authority, the east London host

boroughs and others to ensure that these facilities are accessible and appealing for young people, wherever they live in the capital and whatever their sporting ability.

Through the OPLC, the Mayor, will also work with the National Governing Bodies of Sport and sporting clubs to ensure that young people can receive training linked to the legacy sports venues.

The Mayor believes that cycling is an excellent way to ensure young people are physically active. He wants to ensure that schools have the opportunity to promote and encourage cycling to school, given that Britain's domination in cycling at the Beijing Olympics led to a surge of interest in cycling. Half of all schools are offering it to pupils, which may feed through to greater non-sporting cycling patterns.

Through the new Barclays Cycle Hire scheme in central London, and Cycle Superhighways, the Mayor is making cycling easier and safer. The Barclays Cycle Hire scheme (for Londoners aged 14 and over) will include advice on safety and a 'cycle hire code of conduct' to encourage responsible cycling (see www.tfl.gov.uk/roadusers/cycling/12444.aspx). The Mayor's Cycling Revolution London strategy aims to increase secure cycle parking on streets, in workplaces and at stations and schools (see www.london.gov.uk/priorities/transport/cycling-revolution).

The Mayor plans to work with and influence the food industry, including fast food outlets, to provide clearer information about the food

they are selling and build the capacity of smaller enterprises to increase and promote the healthy eating options they offer.

The Mayor's Supplementary Planning Guidance (SPG): *Providing children and young people's play and informal recreation* will be revised in 2011 to reflect new London Plan Policy (see policy 3.6: www.london.gov.uk/shaping-london/london-plan/strategy/whats-in-plan.jsp). This SPG provides for children and young people to have safe access to good quality, well-designed, secure and stimulating play and informal recreation provision.

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'Healthy living, sport and culture' (see: www.london.gov.uk/priorities/young-people).

Mayor's Objectives

Young people in London are at particular risk in today's economy due to current, lower levels of recruitment and the fact that they will be competing with larger numbers of experienced workers for new vacancies.

Key considerations for the Mayor are how can we maintain sufficient numbers and the quality of job and work experience opportunities in London; keep the most disadvantaged young people in touch with the labour market in a climate of increasing unemployment; ensure young people get the advice and guidance to make the right choices; and provide life-changing opportunities to young Londoners who have fallen out of the education system or lack the skills necessary for employment.

At the age of 16, young people are able to progress to a very wide range of programmes, yet there are still too many young Londoners who drop out, some of whom will never regain a positive life chance direction. The Mayor has particular concerns that the outcomes for London's children in care fall well below their peers, and that they may lack support to progress their education and training, or access sustained employment.

What have we done

The Mayor is placing high emphasis on fair access to paid internship and work experience opportunities, and 'soft skills' development through volunteering. In National Apprenticeship Week (1-5 February 2010), he called for more to be done to support apprentices in the capital, highlighting that over 80 per cent of businesses

that employ apprentices report increased productivity in the workplace.

The Mayor has led by example to London employers in announcing a target of 1,000 apprentices per year for the GLA group and its supply chain by 2012, with places specifically for young people. Good progress is being made, despite the current economic situation.

A major contribution is provided by the LDA's investment of £11.8 million under the European Social Fund (ESF) Youth Programme over 2009/2012 (creating a £24 million pot) for young people aged 15-19 years old. This programme is targeted to support young offenders and NEET or pre-NEET (not in employment, education and training) young people to achieve sustained employment and training outcomes.

As a result, sixteen LDA-initiated projects are currently being delivered by specialist providers across London (see www.lda.gov.uk/our-work/getting-london-working/esf-co-financing/). The first tranche of grant enabled the Daedulus project (part of the Time for Action programme) to begin delivery in September 2009. This provides intensive support for those leaving custody and the life skills and support they need to turn their backs on crime and get back on the right track (see www.london.gov.uk/priorities/young-people/youth-crime).

The Mayor is supporting 'The Challenge', a voluntary sector initiative combining three-week summer outward-bound camps with a community volunteering programme for 16

year-olds. This funding will enable the charity to enhance the pan-London coverage of its summer 2010 programme.

The aims are to develop young Londoners' life skills; be character building; benefit their transition into adulthood by becoming more 'job ready'; and support the Mayor's social cohesion and inclusion aims.

This builds on the Mayor's strong support for uniformed youth groups – under the *YOU London* banner – such as the Volunteer Police Cadets, Community Fire Cadets and Scouts, and promoting volunteering to young Londoners (see www.youlondon.org.uk/).

Earn Your Travel Back is the Mayor's scheme that allows young people who have had their free travel privilege on buses and trams removed by TfL for breaches of its behaviour code the opportunity to earn it back by volunteering for environmental conservation work (see www.tfl.gov.uk/corporate/media/newscentre/12248.aspx).

Participants not only benefit from social development, as they will have contributed to their local community, but will have also been introduced to future volunteering opportunities.

Over 70, 15 to 25 year-olds, from very diverse backgrounds, have gained new skills and confidence as GLA Peer Outreach Workers (see above), whether through responsibility for



project management or briefing or speaking on platforms with the Mayor and his advisers. The scheme delivers for the GLA and fires young people with the ambition to change their own lives and overcome some of the challenges of growing up in London.

What we plan to do

The Mayor, as Chair of the London Skills and Employment Board, has asked the delivery agencies on skills and employment to work towards ensuring that the various schemes for young people are brought together into a single offer that can be easily understood and accessed.

The LDA is leading on a Londonwide project to address barriers facing many young people in accessing internships and work placements as a route into employment, including high skilled jobs. This will include a placement programme for school leavers to help them gain valuable experience in the workplace and an internship programme to match recent graduates with employers and then into sustained employment.

The Young Londoners' Fund, part of the Mayor's Youth Offer, continues and will be providing £1.9 million in 2010/11 via 11 third sector organisations to support young people to engage in different types of positive activities. The objectives are to improve their skills and employability, along with targeting issues such as anti-bullying and counselling for young carers.

The LDA will also be investing in a further round of ESF-funded provision between 2011 and

2015, which will focus on providing support to re-engage 16-18 year olds in education, employment or training. This programme will include specific provision for young people leaving care, and for teenage parents, ensuring that they receive the support they need to make the move back into work or education.

TfL is identifying areas for short-term placements that will develop young Londoners' skills necessary in the job market. This builds on existing initiatives such as a two year programme designed as an entry level position within London Underground for 16 – 18 year olds, and a schools engagement programme promoting science, technology, engineering and maths subjects as a path to an engineering, technical or planning career.

The Mayor is working with the Field Studies Council to see whether an urban field centre can be developed in London. It would be a place where pupils can learn about urban design, building successful places and managing the environment, whilst staying overnight in Europe's largest regeneration site.

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'Good transitions to adulthood' (see www.london.gov.uk/priorities/young-people).

Acting on the best evidence

Issues for London

This Mayorality wants to guide its investment towards proven approaches and models, so that the GLA and functional bodies deliver cost effective, evaluated interventions that really work for children and young people (and in other areas). Experts stress that quality and a consistent delivery are critical, for example to parenting support programmes being effective¹³.

More broadly, the Mayor believes that all levels of government in London must continue to invest in those targeted support programmes that reach 'the right families' in most need of support. Recent research estimated that the cost of doing nothing to improve the life chances of poor children and families in the UK would total £4 trillion over the next 20 years¹⁴.

What have we done

The Mayor will promote evidence-based programmes in family support, early interventions and mainstream delivery in London. This will be in line with the pan-London evaluation standards, based on best international practice, developed by Project Oracle (part of the Time for Action programme).

Project Oracle – led by the Mayor's Office with the support of many agencies – has developed an evaluation toolkit (incorporating an evaluation standard, project assessment framework and self-assessment toolkit) in order to understand and share what really works to improve the targeting and design of service delivery across London.

What we plan to do

Work is in train to develop an appropriate cost benefit analysis model for assessing the impact of early intervention and prevention services for children, young people and families. Guidance will then be produced – drawing on learning from Total Place pilots and elsewhere – to inform London commissioners on how to assess programmes that have the best outcomes in improving young Londoners' life chances.

An external, impact evaluation of the London Youth Offer is now underway by the LDA to ensure that learning from the programme is widely disseminated to key partners in London (to report in autumn 2010). The final evaluation for the Young Londoners Fund will be concluded in March 2011.

The GLA will be producing a major report on income poverty, which will include a substantial section on child poverty, later in 2010. There will also be annual monitoring reports of high level child poverty data by the GLA, as has been published since 2006 by the London Child Poverty Commission (see: www.londonchildpoverty.org.uk).

In 2010, the London Fire Brigade will be reviewing its award-winning LIFE scheme to ensure it has a robust financial footing for the future and evaluating its Community Fire Cadets scheme, which is currently running in three boroughs. These are part of a wide portfolio of youth schemes undertaken by the Brigade (see: www.london-fire.gov.uk/OurWorkWithYoungPeople.asp).

Please also see the online Annex with some further information on programmes and projects of the GLA and its functional bodies on 'Acting on the best evidence' (see www.london.gov.uk/priorities/young-people).

Further information in online Annex

Further information on programmes and projects of the GLA, its functional bodies and Commissions is available in an online Annex for each of the above chapters.

This document can be read or downloaded online at www.london.gov.uk/priorities/young-people

Hearing your views

The Mayor is keen for Londoners to read about this renewed agenda for children and young people and be in dialogue with the Mayor, giving their views and feedback (see www.london.gov.uk/priorities/young-people).

There is no formal public consultation process as this report does not constitute a new strategy or an overarching children and young people's plan for London. Nevertheless, key partner agencies in London, including the boroughs, NHS and voluntary and community sector, were asked to input to these priorities as they will be important partners in delivering this renewed agenda.

The views of children and young people which have been passed to the Mayor through recent surveys, consultation and events are incorporated too (see some highlights of the Young Londoners Survey throughout this document).

Endnotes

- 1 Mayor of London, Young Londoners Survey, GLA, 2009; a representative sample of 1025 Londoners aged between 11 and 16 years old.
- 2 The London Leaders project is run by the London Sustainable Development Commission and supported by the GLA, which provides the Leaders with non-financial support over the year.
- 3 Shelter research has identified links between overcrowding and respiratory disease, anxiety and depression, ability to learn at school and study at home and delayed cognitive development; Shelter, Full House? How overcrowding affects families, 2005 and Shelter, Chance of a lifetime: the impact of bad housing on children's lives, 2006.
- 4 London Child Poverty Commission, Legacy Report: Achievements and actions needed, LCPC, March 2010.
- 5 For example, early research evidence suggests that basing social workers in sure start children's centres or schools shows promising results; Statham J and Smith M, Issues in Early Intervention, DCSF Research Report 205, March 2010.
- 6 Severe overcrowding is defined as two or more bedrooms less than required according to the bedroom standard.
- 7 Early intervention is taken to mean targeting specific children as soon as possible to tackle problems that have already emerged as additional support needs, but before they become serious.
- 8 Strategic Review of Health Inequalities in England Post 2010, Fair Society, Healthy Lives, The Marmot Review, 2010.
- 9 Strategic Review of Health Inequalities in England Post 2010, op. cit.
- 10 The level of funding is currently under review in light of national budget cuts and therefore subject to change.
- 11 More recent published projections from the GLA Intelligence Unit show rising demand for both primary and secondary school places in London as a whole until at least 2017, resting in part on a projected increase in the number of young people in the population as a whole.
- 12 The 2006 Health Survey for England (HSE) found that 30 per cent of boys and 31 per cent of girls in London reported eating five or more portions of fruit or vegetables a day.
- 13 Strategic Review of Health Inequalities in England Post 2010, op. cit.
- 14 Action for Children / New Economics Foundation, Backing the Future, September 2009, cited in London Child Poverty Commission, op. cit.

Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

Public Liaison Unit

Greater London Authority
City Hall
The Queen's Walk
More London
London SE1 2AA

Telephone **020 7983 4100**
Minicom **020 7983 4458**
www.london.gov.uk

You will need to supply your name, your postal address and state the format and title of the publication you require.

If you would like a summary of this document in your language, please phone the number or contact us at the address above.

Chinese

如果需要您母語版本的此文件，
請致電以下號碼或與下列地址聯絡

Vietnamese

Nếu bạn muốn có văn bản tài liệu này bằng ngôn ngữ của mình, hãy liên hệ theo số điện thoại hoặc địa chỉ dưới đây.

Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος εγγράφου στη δική σας γλώσσα, παρακαλείστε να επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυδρομικά στην παρακάτω διεύθυνση.

Turkish

Bu belgenin kendi dilinizde hazırlanmış bir nüshasını edinmek için, lütfen aşağıdaki telefon numarasını arayınız veya adrese başvurunuz.

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Hindi

यदि आप इस दस्तावेज की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नंबर पर फोन करें अथवा नीचे दिये गये पते पर संपर्क करें

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى الاتصال برقم الهاتف أو مراسلة العنوان أدناه

Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

