

Supporting Our Community



ANNUAL REPORT

September 2023 - August 2024

4 SEPTEMBER 2024 TOM MANNING – GTC YOUTH SERVICES OFFICER

SUMMARY

Throughout 2023-2024, the Youth Service has grown substantially. The Youth Service continues to provide a wide range of activities and services for young people in Godalming, with its provision primarily based within four projects:

- Broadwater Youth Centre After-School Drop-In
- Broadwater Youth Centre Evening Groups (each a mini project itself)
- Mobile Youth Work in Godalming and surrounding villages
- School Holiday Programmes, including our Club 4 provision (sometimes called HAF)

In addition to this, the Youth Service has also supported a number of community events and worked inside local schools.

A service as busy as the Youth Service cannot be fully captured within one report. This report seeks to address those areas of most interest to Councillors and significant stakeholders. Accordingly, the report is split into four sections:

- Youth Work Delivery focusing on youth work programmes
- Operations explaining the underlying scaffolding that allows this to happen
- Marketing & Social Media Strategy explaining how young people and parents accessed our service

The report will detail the work delivered in each of its main areas of delivery, provide an overview of youth service operations and what happens on an annual basis. Some time will be taken to explain the structure of the team, and to look at the how marketing, data management and the day-to-day running of the service is facilitated.

CONTENTS

Summary	2
Contents	3
Youth Service Delivery	4
What is 'Youth Work'?	4
National Youth Work Curriculum	4
Roles and Responsibilities Within Sessions	9
Session Planning Tools	10
Broadwater Youth Centre After-School Drop-in	11
Purpose of After-School Drop-In	11
Numerical Information For Drop-in	13
Evening Groups	14
Numerical Information For Evening Groups	15
School Partnership Work	15
School Holiday/HAF Programmes	16
School Programme/HAF Numerical Information	17
External Quality & Assurance Visits	18
Actions and Resolutions to Issues Highlighted in the 2023 Report	18
Mobile Youth Work	20
Project Purpose	20
Sites	21
Burton Pavilion, Witley	21
Aaron's Hill	22
Cranleigh	23
In-Schools Work	23
Apprentice	23
Summary of Overall Progress	24
Operations	24
Social Media and Marketing Strategy	27
How Parents and Professionals Access the Service	27
Digitising, Consent and Information Storage	28
Consent Forms and Registers	28
Conclusion	28

YOUTH SERVICE DELIVERY

What is 'Youth Work'?

The phrase 'what is youth work' sounds not dissimilar to an essay question for students studying youth and community work! Given that it is possible to spend three years studying youth work to qualify as Youth Worker, only a brief summary of what youth work is, will be attempted here.

The purpose of youth work is to support young people at one of the most important periods of their lives, helping them to learn new skills, embrace their passions and develop a sense of identity and independence. Youth workers build voluntary, trusted relationships with young people, away from many of the other pressures they may be facing in their lives¹.

Other things that are important to emphasise, and integral parts of Godalming Youth Service's values, are that youth work is:

- Based on young people's voluntary participation what this means is that young people
 themselves are the ones that choose whether or not to participate, and that the activities we
 provide are not mandatory. If a young person wants to disengage at any point, they are welcome
 to do so.
- Participatory, meaning that young people should be co-owners and co-developers of youth programmes.
- Young person centred, seeking to understand young people within their own frame of reference and understanding their perspective on the world.
- We are strengths based, believing in the inherent value of young people and that they are best positioned to engineer change in their lives.

What this means for our Youth Service is that we ensure our youth programmes are not places where young people simply come along and 'sit around'. On the contrary, youth workers do all they can to get young people involved in positive activities that support their wellbeing.

Whilst we have built up some incredible facilities and opportunities that attract young people to try out our programmes, it is not these that keep them involved. Time and time again, our young people tell us that it is their youth workers and positive peers they meet at the youth centre that keep them attending.

National Youth Work Curriculum

Youth Workers are social educators, and their role is to prepare young people for the challenges of contemporary life. Youth Workers cover a wide range of social issues, and the Godalming Youth Service has been using the National Youth Agency's Youth Work Curriculum.

Use of the term 'curriculum' in youth work is not unproblematic. When seeing this phrase used, many people would equate it with the curriculum used in formal education settings. Indeed, many Youth Workers also find the term problematic.

When we use the term 'curriculum' in the Godalming Youth Service, we take it to mean those opportunities for support, learning and development that we want to make available for every young person using our service to experience.

This curriculum is used in all our youth work, and Youth Workers make use of a recording tool to identify which of these areas they have addressed within their sessions. This data will be drawn on throughout the report. particularly when looking at youth work programmes.

_

¹ Adapted from the National Youth Agency - https://nya.org.uk/what-is-youth-work/

The main areas of focus within the curriculum are these themes, which we try to offer, that provide learning opportunities to young people in each of these areas:

- Arts, culture and heritage
- Identity and Belonging
- Health and Wellbeing
- Leadership, Civic Engagement and Participation
- Economic and Financial Wellbeing
- Creativity and Fun
- Global Citizenship
- Skills Development
- The Environment and Sustainable development
- Healthy and Safe Relationships

The way in which these are delivered is very different to the method within formal education. There are no 'textbooks', or 'exams'. Instead, Youth Workers will use opportunities like playing pool with a young person as a chance to chat to them about their family life. Or they might encourage a young person who likes board games but has low confidence to help facilitate a game with a Youth Worker's support, boosting their self-belief. Or it might be that Youth Workers are doing outreach and get chatting to some young people sitting on a bench who aren't used to having adults who want to talk to them, and who will happily share what's going on and seek out advice. Other times, it might be that a game is facilitated that prompts thematic discussions, or maybe art that has profound personal or community meaning.

There are lots of informal ways these themes are addressed. This is perhaps one of the most important skills and values a Youth Worker can have – the ability to adapt to the needs of young people wherever they are, and to use even tangential interaction as ways to provide informal social education and to convey a sense of inclusion.



Godalming Youth Service primarily uses this curriculum in three ways – for youth workers to plan their work, for teams to self-evaluate their work and for providing intel to inform strategic oversight.

Youth Work Curriculum in Planning Work

Delivering good youth work has sometimes been compared to playing jazz music. Jazz music is highly improvisational and responsive to the audience and context in which it is performed, but it is also considered, highly practised and skilled. Youth work has similar characteristics, and it is not uncommon for considerable adaptions to be made in response to the young people who attend. That this is the case is actually a good thing; one of the key principles, after all, is to be participatory. That young people's needs shape work so considerably is evidence of their voice being central.

However, much like a jazz musician might prepare a multitude of melodies in advance or practice particular notes, our Youth Workers prepare themselves, their centre and the resources to meet each of these areas. Sometimes this means, for example, completing NHS-provided sexual health training to better address health and relationship education (something that our Youth Workers have done). Or it might mean linking more effectively with local environmental groups to ensure we really address the area of the environment (something else our workers have done). All of these pieces of preparation link and build skills acquisition that can be likened to a jazz player practising; it may not always be apparent how they will be used, but it is possible to anticipate that they will be, and that these areas will be vital to supporting young people's needs.

When looking ahead at each term, the Youth Service Team is mindful to make sure that it offers opportunities that address each of the points of emphasis within the curriculum

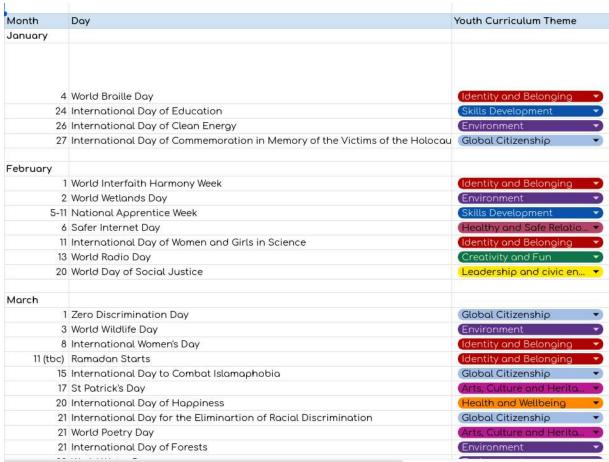


Figure 1 Above - a screen show of the list of activities that we keep on the Youth Service Staff Portal

In addition to using the Youth Service curriculum, the Youth Service also maintains a list of upcoming national, local and international initiatives and develops opportunities that can be developed in response to these. The Youth Service administrator sends reminders of these as they approach. There is an amazing wealth of free-to-use-and-adapt materials that we make use of in our day-to-day provision.

Something important to add is that these resources are not something we are bound by. The Youth Service always remains clear that its main responsibility, as provided by the mandate given in the consultation, is to provide a service that is steered by the needs of Godalming's young people. If something is planned that doesn't seem to contribute towards providing high quality support that matches their needs, it will be scrapped without hesitation. External agendas don't shape the Youth Service, the young people do.

Youth Work Curriculum in Evaluating Work

At the end of each session, the team completes an evaluation. The method used has been covered in previous annual reports and has continued to be built upon. This area will be covered in greater depth elsewhere in this report. One of the things that the team looks at is which of the areas of the curriculum have been fulfilled in that specific session. Using the curriculum in this way, using these digital tools is a Godalming Youth Service innovation. It has proven to be an effective way to get all workers in the service, regardless of experience or expertise, to think deeply about the value of social education and endeavour to meet a wide range of young people's needs.

Youth Work Curriculum in Management Oversight

One of the biggest changes in the Youth Service has been that the Youth Services Officer role has shifted into more management and supervision of staff as opposed to directly working with young people. Although the Youth Services Officer provides direct support at sessions a couple of times a week, there is not the same degree of on-site supervision for youth work delivery as there was.

This has meant that many sessions now receive their management oversight remotely, meaning that the daily session evaluation forms become key to the supervision process. The Youth Service curriculum serves a really helpful purpose in this regard as it allows for an up-to-date snapshot of the current social educational themes to be generated on demand.

Whilst the Youth Services Officer will review these forms and inform the team of where the 'gaps' are, one area that we had fallen down last year was that we lacked emphasis on Global Citizenship and Environmental and Sustainable Education. Over the last year, the team sought to address this, particularly through the Garden Project which has been a major piece of work that aimed to better meet this target.



Figure 2 An extract from our Post-Session Evaluation Form. Staff 'tick' the boxes for areas they met in that session, reflecting on areas for future development and focus

24. **Youth Work Curriculum** - Godalming Youth Service is testing out the use of the NYA's Youth Work Curriculum to evidence and give focus to it's work.

Please tick any areas that you feel were specifically addressed in this session. The narrative for these will be taken from the other sections of this form.

More Details



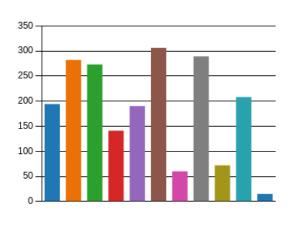


Figure 3 This image shows how often the youth service has hit each curriculum point. In the next annual report, a per-project summary of these will be provided

Roles and Responsibilities Within Sessions

There are a number of different functions that Youth Workers fulfil during sessions, and these are outlined below:

Youth Support Worker in Charge

Within each session, there is somebody who is named as 'Worker in Charge'. It is their responsibility to ensure that the session is facilitated correctly, including an appropriate session plan, briefings for each member of staff, that the young people offer feedback/evaluation and they will chair the Staff Evaluation at the end of session.

In a nutshell, they are keeping the show on the road and doing all they can to inspire their team to have as a positive impact on young people as possible.

In order to operate at Worker in Charge level, staff are required to be qualified or working towards their Level 3 qualification in Youth Work, or equivalent.

Youth Support Workers

A Youth Support Worker is an entry-level worker in the Youth Service. They will have completed the interview process, which includes a young person's panel, and have demonstrated sufficient skills to effectively engage young people and contribute to delivering a professional service.

In terms of what Youth Support Workers do in their sessions, this varies depending on their skillset. For example, one of our staff is a street artist by background and used to work in Pupil Referral Units providing workshops. They have adapted this skill for use in our service, and so their role is often providing workshops.

Other roles that are required are signing young people in and out of the building, serving refreshments, facilitating activities, setting up equipment and being a listening ear in response to young people's needs. No two days in a youth support worker's role are ever the same.



Figure 4 A picture from an art workshop. For those wondering about risk, we complete a risk assessment prior to all activities. For this workshop, we used chalk graffiti and required everyone to wear old clothes

Volunteers

We also have volunteers that join us, this is occasional as opposed to regular. The hours that we are open aren't best suited to volunteering as many people are still at work between 3:00-5:00pm, which makes recruiting for the drop-in hours challenging. Meanwhile, the evening groups are smaller, closed and often quite challenging or sensitive groups. This makes volunteers less suitable for these roles, particularly if they are not able to be consistently present within a group to build rapport with young people.

Session Planning Tools

Before a session begins, there are a few tools that are used to shape and guide each piece of youth provision.

Each session requires a session plan, how this is this recorded is dependent on the nature of the project. The template we use is show below.

As far as possible a named worker is allocated for each task; it is a way to share the load, keep everyone involved and utilize each worker's unique skills.

Pre-Session Briefing

Before each session, the Worker in Charge facilitates a Pre-Session Briefing.

Post-Session Evaluations

At the end of each session, the Team completes an Evaluation. The evaluation is adapted from Signs of Safety, a strengths-based approach to social care, and uses the following three questions to inform future actions. This method has proven to be time-productive and useful in giving staff teams a sharp focus on improving practice:

- What's working well? We begin by focusing on the positives in each session, recognising that our strengths will also present methods and assets for responding to any concerns.
- What are we concerned about? This question helps to identify areas that are of concern to youth workers.
- What needs to happen? This question helps to identify the actions that need to be taken to build on the strengths of the programme and identify how to respond to any concerns.

BROADWATER YOUTH CENTRE AFTER-SCHOOL DROP-IN

Purpose of After-School Drop-In

When Godalming Town Council completed its consultation regarding what types of youth provision might be most needed or appropriate for Godalming, an after school drop-in was the thing that was most asked for and seen as necessary.

Drop-in Structure

The drop-in is on every day during school term between 3:00-5:00, with a structure for each session that is roughly as follows:

3:00	Doors open
3:10	Group Chat
3:15	free time
3:45	An activity is offered, such as arts, team building, issue based discussions or a group
	challenge. Participation in this is voluntary.
4:00	Toast/Refreshments
5:00	End of Session

Drop-In 'Themes'

Each day the drop-in has a different theme, and we offer activities that are based on the thematic areas for that day. However, none of these are mandatory and we make sure that they are not imposed on young people. We are careful to ensure that drop-in remains, at its core, a drop-in where young people are free to simply 'be'. The responsibility on the part of the Youth Team is to provide activities that are enticing and engaging enough that young people voluntarily choose to participate in them and undergo social learning as a consequence.

During the last year, we have used the following themes within our drop-in.

Creative Monday
 Retro Gaming
 Using digital games as a way to get young people in and encourage participation in group work

• Year 9, 10, 11 Drop-In A drop-in exclusively aimed at our older cohort

Music Drop-In
 Boy's Drop-In
 Light touch music activities and opportunities
 Based on needs emerging, a piece of work aimed at this cohort

Gardening Drop-In

We were fortunate to have the support of RHS Wisley in developing a

garden project, which grew into something even bigger

How to Drop-in Mini-workshops in practical skills

Game Show Drop-in We themed a drop-in around Game Shows, with a quiz and lots of

team challenges

• Friday Chill We generally keep Fridays as a catch-all session that anyone can attend



Figure 5 The Programme poster for the upcoming term

Note that these themes are not the be-all and end-all of themes addressed within drop-in. When something is happening that we think will be of benefit to our young people, we will also embrace this as discussed in the curriculum section. This diversifies our drop-in further.



Figure 6 An example of one short-term, week-long theme that we embraced

Numerical Information For Drop-in

The after-school drop-in has been exceptionally well accessed from the outset, and this has continued.

Since August of last year (when the last annual report was submitted), there have been approximately 3,191 total attendances at the drop-in (that is, young people attending for the afternoon).

Working with so many figures, it can be challenging to determine for definite just how many 'unique' individuals attended drop-in as many also go to evening groups. We currently have 313 registered members at the youth service, and roughly 70% of these are drop-in attendees. Based on this, a fair guess would be that 219 different young people attended drop-in this year.

The next iteration of evaluation forms will enable us to capture this data more easily as it will embed the register into the form, creating a list of young people who attend 'just drop-in' throughout the year. It will also allow us to more easily see how frequently individuals attend as opposed to overall numbers.

Some notable additional information that may be of interest is the following:

The daily average at drop-in is attended by 25-35 young people. This number is ideal as it is large enough to provide a variety of activities and opportunities for the young people, but not so large that the work becomes less meaningful.

The 1-10 ratio of adults to young people is ideal for providing an appropriate level of supervision. This allows the staff to be available to help the young people with their activities, provide support, and intervene if needed. It also matches the NSPCC and other guidelines regarding appropriate ratios.

Benefits of Drop-In

The benefits of the after-school drop-in are severalfold. Firstly, it provides a place where young people can socialise in a positive environment outside school and outside the home, meeting Youth Workers who will do their best to empower young people and respond to their needs.

Secondly, it plays a diversionary role, preventing young people from getting involved in risky behaviours after school.

Thirdly, tragically, there are a number of young people whose home life is quite difficult. Having a couple of hours to spend in a safe place can be invaluable to them.

Fourthly, young people are able to engage in in-depth conversations and discussions about anything and everything, exploring their worldview and deciding who they want to become.

An area that has substantially improved is the extent of issue-based work and the degree to which positive activities are being offered. The team has developed this area considerably, leading to much higher youth work curriculum attainment.

Trends Within Drop-in

There does not seem to be a single drop-in theme that is more or less popular than the others, and young people interpret the themes as advisory rather than mandatory, as it should be.

One trend that has been observed is that specific year groups sometimes dominate the youth centre. The team is actively trying to counteract this, and there has been some success with piloting a Year 9 and above only drop-in on Wednesdays. Though there is a numerical decline by having one less all-age session, this session attracts young people not engaging in other programmes. There have

also been many more age-appropriate conversations happening in this group that would not have been possible.

One other issue that emerged was that there were some boys attending who seemed to be struggling with emotional regulation, and some unbalanced controlling behaviours from the girls in their friendship group, a reversal of perceived norms. We attempted a 'Boy's Drop-In' where we hoped to explore how to be a positive man, addressing issues such as confident, self-esteem, assertiveness and working to give them a safe place to belong. It is important to note that a contemporary development is incel radicalisation which starts with grooming vulnerable young men, and we wanted to provide a counter pathway.

However, the young people who attended weren't those we were seeking to reach, and instead we ended up with 6-7 boys who normally attend the youth centre who wanted to play Minecraft. The team didn't feel this worked, so we went back to the drawing board. We are exploring attempting another Boy's Night in the future as we provided in previous terms.

Evening Groups

Godalming Youth Service also provides a number of evening youth clubs, and these have changed purpose over time as the needs of young people have become more apparent. The paradigm shift that has occurred over the last year is that the majority of our evening groups are now intentionally number limited. Many young people prefer to have a smaller group to belong to, in contrast to the 30 young people plus sized event-style groups that often happen when something is open-access.

Throughout the last year, the evening programme has looked more or less as follows, subject to minor alteration term-to-term.

Monday – Young Women's Group

Young Women's Group has a dedicated cohort of young people, and many who benefit hugely from having regular contact with positive adults and a supportive, nurturing environment.

Tuesday – Music/Media Night

This group started small, but grew to some really positive numbers, and we had young people taking part who were Rodborough students. Unfortunately, we weren't able to keep this open due to pressures on the staff team, but we will be restarting it in September with an added age restriction to target year 9 and above. The reason for this is that Year 7 and Year 8 already have their own respective groups, and maintaining the engagement of older young people has sometimes been an area the Youth Service needs to develop.

Wednesday – Juniors (younger youth)

Juniors is aimed at supporting young people in their transition from primary to secondary school. We have adapted our approach term-to-term and have found that having two separate groups of approximately 10-12 young people is the best approach.

The current Year 7 group has been hugely significant for the young people attending, and we have decided to maintain this group as a Year 8 group in September.

Thursday – Enable YOUth (Sensory sensitive and/or additional needs)

Enable YOUth was established because we became aware that many of our youth sessions were quite loud and visually intensive, and that some young people might feel more able to participate in a quieter, curated session. We also wanted to use this group as an opportunity to continue supporting young people with a higher level of additional needs, particularly one or two that we had not been able to support adequately in our mainstream sessions.

Friday - Friday Night Youth Club

There has been some learning in the last year. One of the more controversial decisions we took was in relation to Friday evenings. The Friday evening youth session was very well attended, but the outcomes were quite questionable. Whilst many young people were attending, they were not participating in positive activities or behaviour whilst there. When weighing it up on balance, the feeling was that the young people attending were also regularly part of the drop-in, and that they had already 'been reached' through this provision.

The more important thing with this session was to think about which young people weren't being reached, and so we tried a Mobile Session at Aaron's Hill.

Aaron's Hill Mobile Session - Summer Term

We took the Mobile Project to Aaron's Hill Skatepark throughout the summer term, and this proved to be a significant piece of work. The outcomes of this can be found in the Mobile Youth Work section of this report.

Numerical Information For Evening Groups

The total number of attendances at evening sessions since the last report is 1,887.

Evening provision throughout the year varied in regard to purpose and intention, but the average attendance was around 10-15 young people. This is roughly where we want it to be, particularly with our evening programmes attracting young people that want a smaller environment and/or structured group work.

There are four main points of that we are now considering when deciding on the evening group programme:

- 1. What are young people saying to us, what needs are presenting and how can we respond to this?
- 2. Is the work worthwhile, and is there a demonstrable benefit to young people?
- 3. Are there young people attending that are being reached through this group who aren't attending anything else? Does this increase how many we are reaching?
- 4. Is what we're offering unique, or does another organisation already offer something similar that young people in Godalming can access?

Each of these questions will shape whether a particular evening project progresses, or whether it is changed to provide a more effective alternative.

SCHOOL PARTNERSHIP WORK

There are some significant ways in which the Youth Service has partnered with Broadwater School for the past couple of years, and these are anticipated to be regular fixtures in our calendar. There is more that could be written about our links with schools in the area, but these significant projects are provided as highlights and evidence of the extent of our partnership.

Rewards Week

During Rewards Week, the Youth Service goes to the school to provide a range of activities to each year group. These activities consist of arts, sports, boards games, video games and more. We take one school year group at a time, and it means we reach hundreds of young people, with almost every pupil at Broadwater interacting with us in some form during this day.

Challenge Week

The following week at Broadwater School is Challenge Week, their end of term. To support this, we provide a free-to-access taster session at our youth centre. We limit numbers to around 40 for each day, and this year we provided three different days.

These Challenge Week days are really valuable for several reasons. Firstly, some young people can't afford to attend the most expensive school trips, and having a solid, free opportunity available is a great equaliser. Secondly, this is fantastic promotion for our service, and a number of young people who are regulars at the centre joined through this. Thirdly, it is a great way to keep young people engaged during Challenge Week – during our first year, we didn't provide any special programme during this week, and very few young people attended our drop-in during that week as they were all on trips. Finally, a solid few days meeting lots of young people is a brilliant launch point for our summer programmes, and this year the school also supported us by sharing these opportunities on their social media.

School Holiday/HAF Programmes

Our holiday activities continue to be highly successful and well subscribed, but there are some significant changes since last time. Significantly, our school holiday provision now falls within three distinct areas:

- 1. HAF funded activities, sometimes with a mixed economy approach
- 2. Universally accessible youth activities, funded through our core funding
- 3. Mobile Youth Work holiday activities, funded by our UKSPF grant.

HAF Funded Activities

During Easter, summer and Christmas holidays, these schemes remain the focus of our energies, but we have tweaked our implementation of the scheme significantly since the last report. The 'actions from last report' summarise the major developments in this area.

Club4/HAF Scheme Overview

Club4 is Surrey's version of the government's Holiday Activity and Food (HAF) programme, which provides free activities and food to children who receive benefit-related free school meals during the school holidays.

The Club4 programme is run by Active Surrey, a local sports and physical activity charity. Active Surrey commissions a network of trusted and vetted activity providers to deliver a variety of activities, including:

- Sports and physical activities
- Arts and crafts
- Outdoor learning
- · Cooking and food tasting
- Adventure activities
- Visits to local attractions

The activities are designed to be fun, engaging, and educational, and to help children stay active and healthy during the school holidays.

Club4 is open to young people who receive benefit-related free school meal, or who have been referred by a key worker.

- Vulnerable child/Child in Need (CiN) plan
- Looked after child/previously looked after child
- Transition phase between nursery/primary or primary/secondary
- Education, health and care plan (EHCP)
- Young carer
- Child protection plan/known to social services
- At risk of school exclusion
- Lives in an area of high deprivation/from a low-income household not in receipt of benefits related free school meals
- Refugee status/asylum seeker.

As a trusted agency, Godalming Youth Service can also refer young people to access this scheme. When doing so we have always made sure those we refer match the criteria outlined above.

You can find more information about the programme on the Active Surrey website:

https://www.activesurrey.com/community/club4

Godalming Youth Service's Implementation of Club4/HAF

Godalming Youth Service began delivering Club4 during its first year of operation, and it has been a centre-point of our holiday youth provision throughout our time operating. We continue to provide activities using this funding, offering opportunities at Christmas, Easter and throughout the summer. We provided a substantial overview of this in last year's report, and this contained some actions. For the sake of brevity, this is what was provided this year, and how we responded to the actions highlighted in the last report.

HAF Provision Since 2023 Report

Since our last report, we provided the following opportunities at Christmas, Easter and in the summer:

Christmas 2023 HAF Programme

- **Donutting** We took the young people doughnutting, which is where you sit in a hoop and ride down a hill
- Laser Quest Laser Quest is in Woking and involves running around with a laser pack.
- Christmas Party We provided a full Christmas Dinner, and a visit from 'Santa'.

Easter 2024 HAF Programme

- **Ice Skating** We took young people to Guildford Spectrum
- **Bowling** We took young people to Guildford Spectrum
- **Donutting** Returning by popular demand from Christmas HAF
- Eggsciting Easter Egg Adventures We had a day at the youth centre where we provided a range of engaging Easter activities.

Summer 2024 HAF Programme

- The Start of Summer Mayhem A centre-based session where young people came to the centre and orientated themselves. Good for newcomers.
- Nerf Battle/Remote Car Races We bought some remote control cars and set up races with these. The nerf guns we owned from a previous HAF. Sometimes buying equipment is the best use of the HAF grant.
- Ice Skating This is always popular and well attended.
- **Doughnutting** Works well, good attendance and lots of exercise.
- **Gaming Fest** Aimed at young people with a primary or dominant interest in video games, this sought to get them doing so in a positive, social environment.
- Street Art Provided by one of our Youth Workers who is a street artist.
- Ninja Warrior A trip out in Guildford, a fantastic opportunity.
- Laser Quest This is always popular and well attended.
- End of Summer BBQ This was very well attended and a good end to Summer, but we found catering expensive. We will change direction next year and remove the expensive purchase of burgers, whilst maintaining the quality centre-based end to the Summer.

School Programme/HAF Numerical Information

Attendance at our programmes has been excellent, with nearly every Club4/HAF event being full or at least 85% capacity.

Our HAF support Staff Member has worked especially hard with this, liaising with parents throughout the summer to ensure that young people remain aware of upcoming events and attend.

Food Preparation

All of the food for our Club4/HAF delivery is prepared in-house by our team. It has been a gradual learning curve for the team as they have learned to become more economical and efficient in planning this, whilst also ensuring that the food remains nutritious in order to meet the HAF service level agreement.

Our team were proud when we received our 5-star food hygiene rating and have endeavoured to maintain this. During the summer, it was evident that the team had really grown in this area, with food used much more efficiently and 'on the day' trips to the supermarket being more or less eliminated. We will evaluate the summer and try to grow further, but there is evidence of significant progress.

External Quality & Assurance Visits

As part of the commissioning for this scheme, we receive a Quality & Assurance visit. If Members would like to see these, they are welcome to contact the Youth Service. Some major highlights are available below:

"A pleasure to visit such a vibrant and busy youth centre/camp.

All of the YPs were engaged in an activity whether it was coding, Lego building in groups, arts and crafts, card and board games, VR headsets or cooking the lunch/setting the tables for lunch, or just simply chatting with YPs they don't normally meet in the regular weekly sessions at the camp. A calm setting despite the number of activities on offer - on this Video Games & street art session.

...delighted to have 2 YPs who were school refusers accessing the camp - it was a big deal for one of the YPs who's not attended school for 4yrs now but is attending this setting.

...Tom, Jane and the team at the youth centre are doing some amazing work at this setting and I can't wait to come back to visit the wellbeing garden and counselling room when they are finished.

Keep doing what you're doing team - a fab visit as always!"

Actions and Resolutions to Issues Highlighted in the 2023 Report

In our last report, we highlighted some of the problems with our implementation of the scheme at that time. How these have been resolved is outlined below:

Criteria for Place Allocation

One of the challenges during summer 2023 was that the level of need presented by young people attending was proving very high, and disproportionate to what could be reasonable provided.

We responded to this after the summer by developing a new table where we recorded down our interactions with young people attending the scheme, and then followed a matrix that allowed us to determine whether a young person is eligible. Our criteria are as follows, and we use this sequentially when allocating places:

- Are there any significant notes on their previous involvement with HAF? For example, have
 they signed up then not shown up on the day? Things like this will influence if they are allocated
 a place.
- **Do they live in our geographic catchment area?** Specifically, do they live in Godalming. More on this below.
- Are they suitable for our Universal/Mainstream youth provision? We had some young
 people sign up for HAF in 2023 whose additional needs are considerable and cannot be
 supported in a mainstream provision. We had decided that if young people attended a previous
 project and we weren't able to adequately meet their needs, we would review if they should be
 allocated places in future events. Interestingly, when we did this, we found that the overwhelming

majority of these came from outside of the Godalming area, meaning we wouldn't be allocating places to them anyway.

- Are they suitable for all Club4 activities? If not, are there specific ones that we should
 invite them to? Some young people might be suitable for centre-based days, but not to take on
 off-site trips. We kept short notes on this.
- How many do they count as for ratio purposes? This is an imprecise science, but from a supervisory perspective, do the needs and behaviours of this young person equate to needing a higher supervision ratio when they are on trips.
- Next Steps and Management Decisions. In weighing all of this, sometimes specific decisions
 or judgements have been made. We record these to make sure they are in mind when allocating
 places.

We also phone every young person before they attend the scheme for the first time, something that wasn't possible when only the Youth Officer had preparation hours. Doing so ensures higher attendance, and that potential issues are identified ahead of each event.

In order to ensure that the scheme felt cohesive, we restrict places on off-site trips to young people who had attended at least one of our centre-based days.

Restriction Club4/HAF Participants to Godalming Residents Only (with rare exceptions)

This has been an important change. Our Club4 scheme is especially dynamic and unique, with a range of activities and marketing approaches used that are innovative and differ from other providers. The scheme is advertised Surrey-wide, and in our first couple of years of delivery, we were always surprised to find young people from places like Walton-on-Thames, Woking, Farnham and a range of other locations seeking to access a Godalming-specific scheme.

This led to a problem where, at first, we allowed some of these young people to access the scheme as we needed to meet our numerical targets and it was in the spirit of the scheme.

However, as our implementation of HAF has developed, we have changed direction. In a particularly striking piece of feedback, one parent complained that there is 'one' provider for teenagers in Godalming, and that places filled up fast because of this. We had already curbed sign-ups to be 80% Godalming residents, but on seeing this we restricted it further.

Our scheme is now exclusively for residents of Godalming and surrounding villages (specifically, Witley, Milford and other areas within Waverley). We will also consider people if they are students at a Godalming-based school.

As might be imagined, many of these measures have proven unpopular with non-Godalming residents who previously attended the scheme. Should any happen to venture upon this report, the advice is to contact the youth providers within your town or borough and encourage them to apply to join the Club4 scheme. There is also a range of opportunities across the county available through the Club4 website, not just those provided in Godalming for young people who are residents here.

Mixed economy events

We have also expanded the extent to which we use a mixed economy approach within our Club4 scheme, and now extend more invitations to youth centre regulars. The majority of those we invite fit within the criteria for the scheme and are eligible for funding. If an instance occurs where there is someone who doesn't fit the scheme criteria that wishes to access it, we can pick up the difference to allow them to participate without an excessive impact.

Universally Accessible Holiday Programmes

Whilst this section has focused on Club4/HAF, it is important to acknowledge that there are also a number of schemes that we provide in school holidays that don't use this funding.

Every half-term, we provide a range of activities that are accessible to all young people, and throughout the summer we provided two open-access, non-HAF funded youth sessions per week in addition to the programme above.

This has gone a long way towards simplifying what is available for young people and parents, and we are now very strategic in what we advertise publicly and what we keep closed for set groups. This enabled us to more clearly communicate what was available to everyone and provide a more substantial offer for 'all' young people in Godalming without getting caught up in explaining the ambiguity of trying to promote a closed, targeted scheme. It was a brilliant step forward and far better than when we found ourselves needing to turn down lots of young people in our first year due to being oversubscribed for popular events.

Communicating HAF and School Holiday Opportunities

To support young people and families in signing up to both Club4 events and our open-access programmes, we created a single sign-up form with a set cutoff date. The poster we published on our social media is shown below, and we used a Microsoft Form where people could 'tick boxes' for those programmes they wanted places on. We then triaged this and did our best to ensure everyone got a fair share of opportunities, not easy when dealing with a service with the reach ours has currently.



Figure 7 The Summer Programme Poster. Parents could tick the boxes for what they wanted information regarding, and we allocated places on a set date

MOBILE YOUTH WORK

Project Purpose

The Mobile Youth Work Projected is funded through Waverley's allocation of the UKSPF fund. The lead outputs for the project are the delivery of youth intervention programmes in the Aaron Hill and

Ockford Ridge community area, and other localities in the wider Waverley area as requested by the Safer Waverley Partnership.

We achieve this through providing a Mobile Youth Service, taking youth work on the road and going to areas where young people would most benefit from the presence of a mobile Youth Club.

To-date, this project has offered 120 youth work sessions, with approximately 360 hours of youth work being made available to young people.

The overall total for the project duration is now 1,505 attendances. This figure does not account minor attendances (ie: under 10 minutes), nor passing conversations.

In terms of how many unique young people this equates to, a fair estimate would be 451 different young people based on staff observation and evaluation forms.



Figure 8 The Mobile Vehicle Parked up

Sites

Rather than use lots of different sites or change too frequently, we have come to learn that being at one location for a considerable amount of time is important to elicit the trust of the community, and to build sufficient connections with young people. We primarily deliver at the following sites.

Burton Pavilion, Witley

We have delivered from this site since the beginning of the project, with very positive relationships having been built with young people there. The trend of positive engagement has grown, and there

is now a solid group of young people that engage in meaningful connections with staff. We are now providing two days at this site rather than our previous three, and this proved to be a good decision. Young people we are meeting here are also beginning to access other youth service projects, which is very encouraging as Broadwater School students previously had near monopolised Broadwater Youth Centre due the geographic location of the youth centre.

The group gathering here have become much more cohesive, taking the form of a youth group that meets on a mobile vehicle as opposed to people stopping in for a chat.

There have been significant inroads in relation to signposting, with one member of staff describing how they were able to find that some young people received eVouchers for Holiday Activity Fund projects that they were not using. There are some fantastic opportunities available that are free to access to young people in receipt of Free School Meals, and Godalming Youth Service is the main provider for teenagers in our area. The young people had no idea of the opportunities these eVouchers made available to them, the young people then went home and signed up to join our school holiday provision.

Aaron's Hill

We have established a long-term presence at Aaron's Hill that has fostered strong relationships with local young people, significantly expanding our service's reach. We provide three sessions in the area which are outlined below:

- **Tuesday after school:** Aimed at a wider age range, providing a welcoming space and activities for young people to unwind after school.
- **Friday afternoon:** This session is a collaboration with Trinity Trust, allowing us to combine our resources and expertise to effectively engage young people, particularly those in year 6 who might be transitioning to secondary school.
- **Friday evening:** This session focuses on older teenagers, particularly those considered at risk. By providing a safe and supervised space in the evenings, we offer them positive alternatives and a chance to connect with positive role models.

Successful engagement hinged on building rapport with young people in their own environment. In addition, our work with Rodborough students at Burton Pavilion has created a bridge, with several students now attending our sessions at Aaron's Hill. There were also many young people attending Broadwater School but living in Aaron's Hill that have joined us. The Trinity Trust Team, another youth provider in Godalming, has been doing detached outreach during the summer term for some time, and we work together for the Friday afternoon sessions.

The combination of Rodborough students from our Witley sessions, Broadwater students, local young people and those known by Trinity Trust Team has resulted in a considerable number of young people from Aaron's Hill now regularly attending our mobile provision, and consequently beginning to attend other youth projects.

Our regular commitment to Aaron's Hill has been instrumental in building trust and rapport with young people. Consistent presence allows us to develop meaningful relationships and demonstrate our ongoing commitment to the community. We have been very intentional in our social media and marketing to speak well of Aaron's Hill and Ockford Ridge's communities, and they are beginning to think positively of us. Many parents come over and are hugely thankful for the service we are providing.

At the end of each term, we ask young people to explain why programmes should continue or suggest changes. A young person said to us:

'Never, ever stop the Mobile Youth Sessions at Aaron's Hill. It's the only chance I get to have a break from my brother who has autism, and I love seeing everyone and its so fun'.

We already knew this young person as they attend Broadwater School and come to the afterschool drop-in once per week, but they had often complained that they couldn't come more often. Having a session that is more local has proven hugely beneficial to them.

The weather has, of course, been on our side. We are beginning to step up plans for the winter term, a significant challenge is the limitation of the large activity vehicle accessing the recreation ground during the winter and as well as exploring using the minibus to transport young people to Broadwater Youth Centre we would like to explore the possibility of a smaller vehicle for staff to be able to use to work on the estates.

Cranleigh

We have provided sessions in Cranleigh at the request of the Parish Council.

The strengths of this were that we had good engagement from young people initially, who were curious as to what we were doing. The site has potential for good engagement. The main engagement we had was from older young people, which is great as this was one of our targets.

However, there were some challenges. The bank holidays created breaks in service delivery, disrupting momentum, and engagement with young people. It felt like we were not able to build significant rapport due to this.

The mobile service operated in isolation, the lack of a physical youth centre or established youth provision in Cranleigh to signpost young people to for ongoing support or alternative activities, was a challenge. Our conversations were more based on small talk, but without the opportunity to really move them on to anything deeper or establish permanent rapport. A long-term commitment to this community would be necessary to really get to know young people, which is outside of the capacity of Godalming Youth Service to realistically provide in another parish area.

The learning from this was that the effectiveness of the mobile service hinges on long-term commitments, multiple days and, where possible, complementing existing youth facilities or ongoing attempts to establish support for young people. Ideally, the mobile service should function alongside established youth providers or a youth centre to offer a more comprehensive and joined-up service for young people.

IN-SCHOOLS WORK

One of the other things we used the Mobile Youth Project funding for was to deliver in-school work, quite literally taking the bus onto the school playground (at the school's invitation of course!).

This achieved lots of engagement from young people. It has been an unanticipated benefit to this project, and one of the benefits is that many of the young people attending are not those who are already engaging with our provision. This means that the number of young people in Waverley engaging in youth work has increased. Broadwater School sought us out to provide this piece of work, and due to staffing capacity, we have been doing just the one session per week this term. We will review further in September, but taking the bus into school proved a very dynamic way of engaging young people.

APPRENTICE

Our apprentice has been able to provide some outdoor activities such as archery, and this has improved the engagement of young people on this project. This collaboration between Active Surrey and Godalming Town Council was not anticipated and represents a fantastic additional opportunity for growth and engagement. I mention this here because some of the funding for their position is directly met through the UKSPF grant, and it has been integral to achieving our outcomes for this piece of work.

SUMMARY OF OVERALL PROGRESS

Overall, the project is operating in the way it should be this quarter, with Aaron's Hill proving to be a significant success. We are going to maintain a focus in this area due to the high level of outcomes and engagement, and the potential for us to provide a high-quality support to this community.

A piece of learning has been that sessions that are further away from our main youth provision in Godalming have reduced effectiveness as there are fewer things for us to involve young people in or signpost to.

The main risk to the project continues to be the lack of drivers, and we are taking steps to recruit additional support in this area.

OPERATIONS

So far, this report has focused on youth work delivery, with a small focus on operations. The processes outlined in keeping a service like this running don't happen automatically, and maintaining a professional youth service requires considerable planning and processes to be in place.

A Year in the Youth Service – What Does the Youth Service do Throughout the Year? As the Youth Service has only been open for two years, it has not always been possible to talk about a 'standard year'. However, this year it is possible to do so and our calendar is beginning to standardise:

January – February (school term-time)

At the beginning of the year, we produce our upcoming termly programme. The programme consists of all of the weekly opportunities available at the Youth Centre and on the Mobile Project.

We also begin a new 'Juniors' group for school year 6, the final year of primary school. The aim of this group is to get them ready to take part in secondary school, familiarise them with the Youth Service and for us to begin getting to know the new incoming year group. For these young people, this group is their first contact with the Youth Service. Ideally, we would seek to keep them involved from age 10-18, ensuring they make a safe journey through adolescence and into adulthood (and potentially volunteering with us).

Before half-term, each group supplies an 'End of Term Evaluation', which informs us about what to do in the next term.

February half-term (school holiday-time)

During February half-term, we will provide a range of activities. These will be advertised on social media, sent to parents via email and Youth Workers might selectively contact young people who they feel would benefit.

In general, two to three opportunities will be offered out, and in some instances, this might include trips out if we are able to secure external funding for these.

Some staff will take annual leave during this week, and this is encouraged as it has less impact on the service.

March – April (school term-time)

The Youth Service continues the delivery to the timetable produced in January, but with minor tweaks and alterations. This 'mini programme change' allows staff to make small adjustments and keep things fresh. Where possible, the Youth Service seeks to update publicity.

Before half-term, each group supplies an 'End of Term Evaluation', which informs us about what to do in the next term.

Easter Holidays (late March, early April)

During Easter holidays, we provide three-four days of Club4/HAF related projects, and at least one universal/open access opportunity. We also seek to deploy the Mobile Youth Project where it will be most effective.

May – June (school term-time)

In education, May-July is sometimes called 'summer term'.

As this is a whole new term, the Youth Service will produce a brand new programme of activities. The new programme will be based on emerging opportunities and in response to needs present with our young people.

June – July (school term-time, and end of term)

During this time, we are approaching the end of the academic year, with many young people preparing for tests. We remain open throughout this term, but we also change up our provision near the end of term, particularly during Broadwater School's end of term. We provide two unique opportunities in partnership with the school during this time: a day for Rewards Week and a day for Challenge Week.

Summer Holidays

We have gradually finessed our summer holiday offering, and the template for future years is likely to be much as it has been in 2024. The nature of our youth work delivery during the summer holidays is outlined in the appropriate section. This section examines the administrative and operational processes that go on to allow that to happen.

Pre-Summer Holidays – ready the publicity and booking systems

During the final weeks of the summer term, we ready our Summer Programme publicity material and ready our booking system. We have learned many lessons from implementing this, including that we should always have a cut-off date for allocation of places, have email, social media, and a phone line available for queries, and to be specific and clear about the criteria for allocating places to young people.

First Week of Summer Holidays - Youth Service Shutdown

All Youth Service staff are encouraged to take this whole week as annual leave, and we run no programmes during this week. We picked this time for staff to switch off as many young people are away; it is when staff are exhausted from term and also because the Trinity Trust Team runs its summer programme during this week.

Second Week of Summer Holidays – Training and Planning Week

We allocate the second week of summer towards planning. Specifically, the Summer Programme places are allocated, the whole staff complete evaluations for key parts of the service, we decide on the programme for September, clean up the centre, double check all bookings and complete several pieces of joint training. The Friday of this week is when we begin delivering.

Third, Fourth and Fifth weeks of Summer Holidays – Delivery

A summary of this can be found earlier in this report.

Sixth Week of Summer Holidays – Youth Service Shutdown

Following a busy summer, it is expected that staff take annual leave during this week. Doing so then prepares them for the upcoming autumn term.

Autumn Term

We enter September with a new youth programme created and distributed to all our parents and stakeholders. This is then reviewed at the end of term.

Christmas Holidays

During this time, we provide a Club4/HAF programme, and our previous Christmas provision is summarised there. We also based our youth centres around the season during this time.

Term or Quarter

Youth Service management revolves heavily around the use of school terms as marking points, and the following significant tasks occur each term:

Beginning of Term/Quarter

At the beginning of each quarter, we produce a new timetable of events that is shared with the public. This programme of events is shared through printed publicity, email and over social media.

The Youth Service plans each of its projects in six-week cycles. That way, there is adequate time for young people to participate in each programme.

End of Term/Quarter

At the end of term, the team responsible for each project evaluates the project. They will do this with young people, and with their staff team.

These findings are compiled into an End of Term Evaluation form that establishes next steps, including timings, resources needed, intended outcomes and how it will be publicised.



Figure 9 Many of the youth team in attendance at an Away Day/Training Session at Elysian Farm.

SOCIAL MEDIA AND MARKETING STRATEGY

Our marketing strategy consists of several prongs:

Firstly, at the beginning of term we produce flyers for all of our programmes. These are printed and put up in the local community, put on social media, added to email signatures and sent to all parents on our mailing list.

Secondly, we maintain regular engagement, posting updates on a near daily basis. This encourages people to remain engaged with what we do and creates a sense of excitement and celebration regarding their achievements.

Thirdly, our sign-up process is quite refined, with options for parents to request places at specific groups and opportunities. This helps us to remain relevant and efficient in how we get them involved in our service.

Fourthly, we maintain regular contact with the young people. Our groups are so regular that we know if they haven't been around for a while, and we'll reach out to support and encourage them to reengage.

How Parents and Professionals Access the Service

Webportal – www.godalmingyouth.uk

Rather than develop a website, we are using Linktree to make accessing our links easy for parents and young people. Linktree is a link in bio platform that allows users to create a landing page with multiple links. Many online entities have begun doing the same, and bespoke websites are losing their relevance on the contemporary internet.

QR codes

We include QR codes on all our printed materials. These can be easily scanned by young people or parents, and including these was something that was requested by the Safer Waverley Partnership.

Social Media

We use social media as a publicity tool, a front-door into our service and as an effective method for mass communication. We have narrowed down our usage to just Facebook and Instagram, though we are also piloting a WhatsApp Community after seeing Surrey County Council use this effectively.

Facebook

Facebook is an effective tool for the Godalming Youth Service. The Youth Service uses Facebook to promote itself to parents and guardians, as well as communicate with them. It does this by creating posts about upcoming events, activities, and programs. It also shares photos and videos of past events. This helps to raise awareness of the Youth Service and encourage parents to sign their children up for programs.

The Youth Service also uses Facebook to communicate with parents. It sends out important notifications, such as changes to schedules or cancellations due to weather. It also answers questions that parents may have about the Youth Service. This helps to keep parents informed and involved in their children's activities.

It is important to note that, by and large, young people do not tend to use Facebook anymore. Studies have found that only 29% of teenagers use Facebook, compared to 72% in 2012. This is because young people are increasingly using other social media platforms, such as Instagram, Snapchat, and TikTok. We have opted not to use Snapchat or Tiktok for reasons that are outlined below and have chosen to prioritise Instagram as this is used by adults and youth.

Instagram

Instagram has been useful to Godalming Youth Service in a number of ways, including:

- Connecting with young people: Instagram is a popular platform among young people, so it has been a great way for Godalming Youth Service to connect with them and build relationships. The service has used Instagram to share information about its work, post photos and videos of activities, and run contests and challenges. This has helped to reach a wider audience of young people and get them involved in their programmes and services.
- Delivering messages: Instagram has also been used by Godalming Youth Service to deliver
 messages to young people about important topics, such as mental health, healthy relationships,
 and civic engagement. The service has created infographics, videos, and other visual content to
 make its messages more engaging and memorable. This has helped to raise awareness of these
 important issues among young people.
- **Promoting events and activities:** Instagram has been used by Godalming Youth Service to promote events and activities for young people. The service has used Instagram to share event details, photos, and videos to get young people excited about participating. This has helped to increase attendance at its events and activities.

DIGITISING, CONSENT AND INFORMATION STORAGE

Consent Forms and Registers

Godalming Youth Service has benefited from digitising its consent forms and registers by moving to Microsoft Forms. Microsoft Forms are available within our Office package and are used widely within the youth and community sector. The advantages of this approach are severalfold, including improved security, better records of information, removal of theft opportunities, and better ecological practice. We are seeking to become paper free where possible in keeping with best practice in children's services.

CONCLUSION

It is difficult to write an annual report for the Youth Service, as there is so much activity that occurs and so many things that could be reported on. Although this is a long document, it still does not feel comprehensive. If more information is required, I would encourage you to contact me. I would like to thank the Town Councillors for their continued support of the Youth Service. Your investment in our young people is making a real difference to their lives.

Tom Manning
Youth Service Officer
Godalming Town Council