

Salford City Council

Salford Youth Service - Coping with COVID

Tim Rumley

Senior Youth Work Manager

Salford Youth Service

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Salford

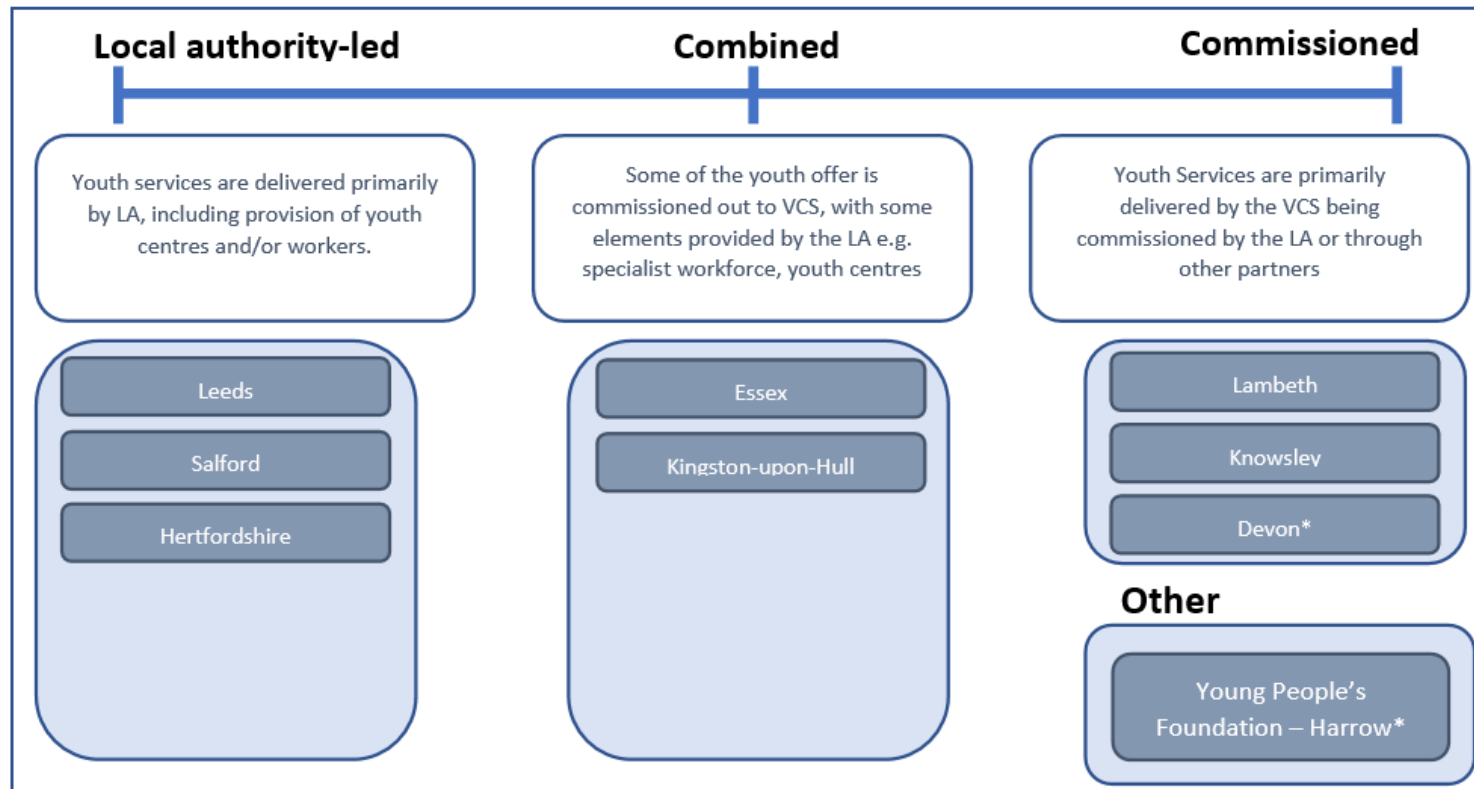
- Salford one of 10 Greater Manchester boroughs, western side of GM bordering Manchester, Bury, Wigan and Trafford
- Massive opportunities (BBC Media City, Port Salford, Manchester City Centre)
- Old Salford centre and set of smaller towns (Swinton, Eccles, Walkden, Irlam etc)
- A proud city (not Manchester!)

- Changes last 15 years – more diversity
- Organised crime
- 18th poorest LA area



Salford Youth Service

a LA led youth offer

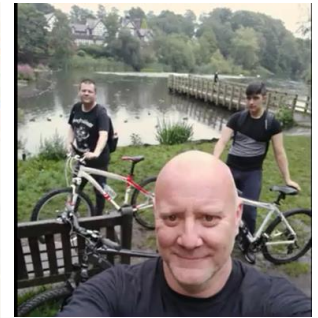


Youth service

- 66 members of staff –
- 40 part time sessional youth worker
- 24 Full Time JNC qualified youth workers
- Work with 500-700 young people weekly

The offer: (Targeted and Universal)

- Youth Centres 7
- Digital offer
- Detached Youth Work team
- Outdoor education/Duke of Edinburgh award
- Targeted 1:1 work (Early Help and social care)
- Group work (LGBTQ+, Young women, Men's mental health groups, Travellers work)
- Participation work (Youth Council/MYP/Youth Mayor)
- Alternative education provider
- Special projects – Youth Crime Prevention, Resilience building work, Anti bullying projects



Where does the youth service sit in the LA?

- Part of Children's Services – now under Early Help
- Salford has a reputation for strong partnerships across NHS, VCSE and within local authority – (easy to do business)
- Supports the youth voice work – Youth Council – emerging links with Commissioning

VCSE, Onside and National Citizen Service

- No big Youth Zone - explored idea – politicians keen - land shortage/no real city centre – 9 distinct town centres – sustainable funding?
- National Citizen Service delivered by Salford Foundation (VCSE) – every year links with local authority improving
- VCSE youth providers (100s) mostly small and many focused in old Salford area
- Leisure Trust – Salford Community Leisure – strong partner with youth service and clear understanding of distinct roles.
- Youth Partnership – Salford has strong local youth Partnerships (supported by a team of Neighbourhood Managers who play key role local youth partnership), work to do on a citywide youth partnership



Outcomes and Measures

- Scales – Mystar, Strengths and Difficulties, WEMWBS scoring tools
- Structured case study templates
- YPQI (started just before March 2020 lockdown)
- Self reported outcomes for case closures
- Other impacts like - Duke of Edinburgh awards – completed
- Detached – ASB figures – qualitative views of stakeholders



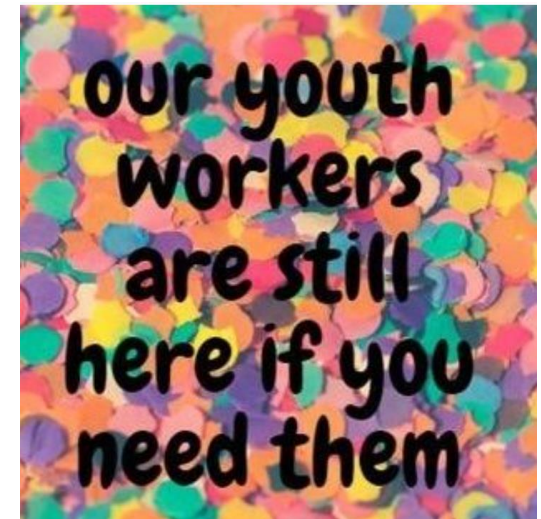
Projects and developments

- Resilience building project
- Young fathers work
- Men's mental health drop in
- Youth Crime Prevention Project
- Social Prescribing project
- Greater Sport – Physical activity project
- Route 29 (No Wrong Door) / Neglect Strategy – young people's involvement
- Risk Taking Behaviours work
- Young People's Tech Committee
- Tutoring and emotional health project
- Kickstarter Posts and Apprenticeships



Changes to offer over COVID

- Open access youth centre – not possible
- Youth centres open all through COVID
- Youth workers embraced change – gatepost visits, dog walk, cycles - to enable to do 1:1
- Bike repair projects in parks/outside – tangible project
- School holiday programmes outside – but not able to advertise
- Food parcels and vouchers - need identified
- Demand for 1:1 work fell March to June but from September as high as ever
- Remote digital offer – developed very quickly
- Detached youth work came into its own, (young people were forced into more secluded areas in lockdown)



How has COVID affected local communities?

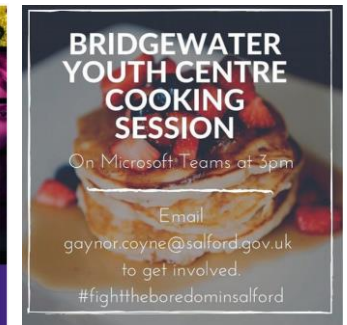
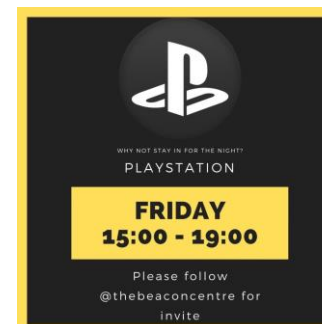
- Hard for young adults 16-25 too – finding new ways to engage them
- Challenge for young people – (esp. year 11s, exams, transitions, students)
- Boredom, boredom, boredom!
- Bereavement – young people live with grandparents
- Challenges to parents – juggling, confidence, skills, time
- Poverty – (youth workers moved to do food parcels)
- Digital divide – laptops – space/data/wifi?
- BAME communities affected – new ways to engage e.g. OJ communities engagement with the youth service opened up
- Schools in perpetual change

Remote and digital youth work

Initial lockdown – really embraced new ideas of digital youth work

- Online gaming groups
- Digital talent show
- Nerd Clubs
- Book groups
- Instagram cooking
- Youth groups online

Over time shift in the data
much more face to face work
Screen fatigue and equipment



Observations on the digital offer

- Worked best where it was already set up – Youth workers with previous knowledge and interest in Social media – before lockdown
- Worked well when it was local
- Worked well existing groups of young people
- Council wide social media supported citywide projects e.g Talent show, the campaign against lockdown boredom campaign.
- Digital Youth work needs a focus (cooking etc) not just open
- Online gaming group worked well to engage the younger men (not exclusively)
- Young people using personal Bitmojis worked well to disguise faces
- Numbers smaller than open access sessions in buildings
- Screen fatigue kicking in, and it won't ever work for some

Reflections

- Resilience of staff
- Creativity of youth workers
- Had to hold them back – can-do attitude
- Importance of the “social space” for young people
- Challenge may be to get some young people out of the house
- Financial impact on families
- Inequality exacerbated

The future

- **COVID recovery** - more improved open access offer/detached and mental health support
- Work on this and last years **Make Your Mark** priorities
- **Risky Behaviours project** – new young employees
- Improve work on anti racism- responding to the **Black Lives Matter** campaign from young people
- Continued **training** of part time youth workers
- Build up the **Youth Partnership** citywide jointly with local CVS
- Continue to develop **digital youth work** offer

Contact details and any questions

Tim Rumley

Senior Youth Work Manager

Salford Youth Service, Salford City Council

Tim.Rumley@salford.gov.uk

Twitter @RumleyTim