

For General Release

REPORT TO:	CABINET – 19th June 2017
AGENDA ITEM:	9
SUBJECT:	Update on the development of Legacy, Croydon Youth Zone
LEAD OFFICER:	Mark Fowler, Director of Gateway and Welfare Services David Butler, Director of Education and Youth Engagement
CABINET MEMBER:	Cllr Alisa Flemming, Cabinet Member Children, Young People and Learning
WARDS:	All

CORPORATE PRIORITY/POLICY CONTEXT/AMBITIOUS FOR CROYDON:

Croydon Council is ambitious for young people. The Council’s partnership with OnSide – a national charity aiming to develop a network of 21st century youth centres – demonstrates this ambition and ensures that young people in the borough are able to benefit from the first Youth Zone in South London. Legacy, Croydon Youth Zone is to be built on the site of the Whitehorse Youth Centre, on Whitehorse Road, subject to planning approval. The Youth Zone’s significant array of activities will be available outside of school hours and will complement the great facilities already operating across the borough.

Based on local demographics and of the success of existing Youth Zones, OnSide anticipate that at least 3,000 young people from Croydon will register as members, and that the Youth Zone will record approximately 1,500 visits to the facility each week. An annual membership of £5, plus 50p per visit, will allow young people to access at least 20 different activities, 7 days a week, throughout the year, including weekends and holiday provision.

Legacy, Croydon Youth Zone will have a significant positive impact on young people’s health, wellbeing, confidence, attendance at school and youth crime; and therefore, make major contributions to the Corporate Plan pillars of growth, independence and liveability. Youth Zones also have a positive impact on the wider community. The scheme will create up to 15 full time and about 35 part-time, local employment opportunities and will also generate a minimum of 100 regular volunteering opportunities. It will make a positive contribution to the Council’s longer term ambition to refurbish and re-vitalise the wider area, and to improving community cohesion. OnSide, and each Youth Zone across the network, is committed to working with local

partner organisations and stakeholder groups to broaden the offer and strengthen links with the local community.

FINANCIAL IMPACT

At the 18th January 2016 meeting, the Cabinet agreed to contribute £3.25m one-off capital, and £300k p.a. revenue contribution for three years, as well as granting a long-term lease for the land on which the Youth Zone will be developed. OnSide are committed to providing the remaining £2.75m one-off capital funding and £700k p.a. revenue funding for 3 years.

KEY DECISION REFERENCE NO.: Not a key decision

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations contained within this report:

1. RECOMMENDATIONS

The Cabinet is asked to note the progress made with the delivery of the Legacy, Croydon Youth Zone project.

2. EXECUTIVE SUMMARY

- 2.1 The Council is committed to working in partnership with OnSide to develop the first Youth Zone in South London for the benefit of Croydon's young people. On 18th January 2016 Cabinet agreed, in principle, to the development of Legacy, Croydon Youth Zone at Whitehorse Youth Centre, Whitehorse Road ('the project') subject to planning approval and final site assessments. Cabinet also approved the Council's contribution of £3.25m one-off capital, and three years revenue contribution of £300k per year, as well as the grant of a lease for the land on which the project will be developed. OnSide is committed to raise the remaining £2.75m capital and £700k revenue funding needed to build the new Youth Zone and ensure its operation are fully funded for the first three years.
- 2.2 Since this date, significant progress has been made on the project which will help to realise the Council's ambition for young people. The new Youth Zone is due to open by the end of 2018 and particular progress has been made in the following areas.
- **Capital and revenue fundraising** – OnSide has raised 100% of the required capital funding and a significant element of the remaining three years of revenue funding thanks to the generosity of philanthropists, local businesses and charitable trusts.

- **The Young People's Development Group** – a group made up of young people from Croydon meets regularly to inform the development of the Youth Zone, to promote it to other young people, and to act as ambassadors for Croydon when meeting similar groups set up across OnSide's network of Youth Zones.
- **Naming the Youth Zone** – a record number of young people voted to name the new Youth Zone, with 'Legacy' emerging as the overwhelming choice.
- **Developing plans for the new Youth Zone** – detailed plans have been drawn up for the new Youth Zone which have been informed by a pre-application meeting with Croydon's Planning officers on 26th January 2017.
- **Incorporating the new charity** – the Croydon Youth Zone (Company No: 10405820) was incorporated on the 1st October 2016 and the application to register the charity has been submitted.
- **Engaging local partners** – OnSide has been in contact with many local groups and organisations in Croydon, and regularly attends a number of existing forums to increase awareness and understanding of the new Youth Zone.

2.3 This paper to cabinet is to update members on the progress to date for the project.

3. DETAIL

Capital and revenue fundraising

3.1 The full £6m capital funding required to develop Legacy, Croydon Youth Zone has been secured, well ahead of schedule. In addition to the £3.25m provided by the Council, £2.75m has been raised through the generosity and support of the following organisations:

- £1m funding from the Queen's Trust
- £0.5m from the Stone Family Foundation
- £0.25m from the Fidelity Foundation
- £1m from an anonymous funder

3.2 OnSide has committed to raise the remaining revenue (estimated at £700k pa) needed by the Youth Zone to operate for the first three years, further to the £300k pa provided by the Council for this period. This will ensure the new charity has a sound financial footing from which to deliver a full programme of high quality activities. Significant progress has been made, with £350k pa raised for the first three years, again thanks to the generosity of some of OnSide's supporters. OnSide has appointed a revenue fundraiser to ensure a minimum of £1.05m (£350k pa for the first three years) is raised in advance of the opening of the Youth Zone.

The Young People's Development Group

3.3 During the development of all new Youth Zones, OnSide encourage local young people to become members of a Young People's Development Group (YPDG).

Legacy, Croydon Youth Zone's YPDG meet every other week and perform a key role in ensuring young people play an active part in the development of the Youth Zone, encouraging the support of potential partners and funders, and spreading the word to other young people in Croydon.

- 3.4 The YPDG meet every other week in the normal course of business and participate in local events and forums, such as the Youth Council 'Clocktower' event in February. Members of Croydon YPDG also join with YPDGs from other London Youth Zones as part of the Ambassadors for London group which meets weekly at City Hall. The group will take part in the President's Cup which pits them against other YPDGs from across the OnSide network in a series of activities taking place over a weekend this summer in Carlisle.
- 3.5 The YPDG is a major asset to the new Youth Zone, ensuring a strong, active youth voice throughout its development, and it also provides unique experiences for members, which help develop their confidence and skills. The group has prepared a presentation to Cabinet to showcase what has been achieved since the group was established.

Naming the Youth Zone

- 3.6 A key first task of Croydon's YPDG was to lead the branding process for the new Youth Zone. The group worked with the London design agency, 'Sea Design' to come up with two possible options for the Youth Zone's name ('Legacy' and '365'), with associated logos and brand values for each name.
- 3.7 The group then went about collecting the 2,715 votes from schools and colleges as well as from young people they met in the centre of Croydon. Thanks to the group's efforts, more people took part in the Youth Zone's branding process than any other in the UK. 'Legacy' was the overwhelming favourite, receiving 1,603 votes, and is the official name of the Youth Zone as a result.

Developing plans for the new Youth Zone

- 3.8 OnSide is working with John Puttick Associates (the project architects) and Council officers to develop plans for Legacy, Croydon Youth Zone that give both the necessary 'wow factor' for the new building to attract and excite young people, while attempting to mitigate any possible planning issues and site-specific challenges.
- 3.9 OnSide attended a pre-application planning meeting with the Council's Planning Officers on the 26th January 2017 to better understand likely challenges to the planning application. The plans have been amended significantly as a result of this meeting, and OnSide will attend a second pre-application planning meeting prior to a full planning application being submitted.

- 3.10 A public consultation event was held on Tuesday 11th April 2017, at the Whitehorse Road site to gain the views of local residents and organisations in advance of submitting a planning application. Close to 10,000 invitations were sent to residents and businesses in the neighbourhood to encourage them to make their views known. The turnout was fairly low compared to similar events held for other Youth Zones. However, the low turnout, and the positivity of those that did attend, suggests the Youth Zone is generally viewed neutrally, or better, by the public.
- 3.11 Latest visuals for the external design of the building are shown below. Presentation boards with further visuals of the latest external and internal designs for the building have also been made available to Cabinet. These plans are likely to change following the second pre-application planning meeting and prior to planning approval.



Establishing the new charity

- 3.12 As with all Youth Zones, Legacy, Croydon Youth Zone will be established as a newly-formed, locally-led charitable organisation. The Croydon Youth Zone (Company No: 10405820) was incorporated on the 1st October 2016 and an application has been submitted to register the new organisation as a charity.
- 3.13 All Youth Zones are governed by a private sector-led Board of Trustees responsible for strategic vision and the long-term sustainability of the charity, and including representatives from the Council. The current Members and Directors of the new company are Kay Andrews (acting Chair), Mark Fowler (nominated by Croydon Council) and Mark Ward (nominated by OnSide). OnSide is undertaking a search to identify a suitable permanent Chair after which it will work with them to appoint fellow Trustees.

Engaging local partners

- 3.14 Legacy, Croydon Youth Zone's aim is to work in partnership with all existing providers of services and support to young people to enhance the offer to them and make the sum greater than the individual parts. It is not to duplicate, or replace existing provision. This includes making the new, modern facilities of the Youth Zone available to other organisations to deliver their services from, provided the facilities are used appropriately.

- 3.15 OnSide's Partnership Development & Community Engagement Manager has been attending a number of forums to engage with other local voluntary organisations and community groups, helping them understand the opportunities Legacy, Croydon Youth Zone will bring to young people. This includes representing OnSide at:
- Three Area Locality Youth Network meetings, the 'Big' annual Localities meeting and the new, termly borough-wide meetings where information is shared and contact made with a large number of other organisations
 - Weekly sessions run by DropIn in Croydon's town centre
 - Sessions with schools to publicise the Youth Zone amongst young people and encourage them to join the YPDG
 - Forums organised by Croydon Voluntary Action, including the Young People & Families' Network and the Borough Forum.
- 3.16 Engagement at this stage is focused on sharing information with local organisations to limit any misconceptions that might exist about the new Youth Zone. As the opening of the Youth Zone comes closer, focus will shift to more detailed planning on how the Youth Zone can work with these organisations and to engaging directly with young people through schools, social media and other channels to encourage them to become members.

TAKING THE PROJECT FORWARD – OUR NEXT STEPS

The key next steps for the development of Legacy, Croydon Youth Zone are as follows¹:

- Submit planning application – Summer 2017
- Appoint building contractor – Autumn 2017
- Start on site – Autumn 2017
- Building project completion / soft-launch – Autumn 2018
- Formal opening of the new Youth Zone – before the end of 2018

4. CONSULTATION

- 4.1 Onside will continue to consult with and engage the community and young people for the benefit of the project throughout the period leading up to and after the opening of the new Youth Zone.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

REVENUE AND CAPITAL CONSEQUENCES

- 5.1 There are no further financial consequences to those presented in the paper approved by the Cabinet on 18 January 2016.

¹ These dates are indicative at this stage as it will depend on a number of factors such as the time taken for the planning process.

It should be noted that as detailed in section 3.1 above the full £6m capital funding required to develop Legacy, Croydon Youth Zone has been secured, well ahead of schedule.

- 5.2 It should also be noted as detailed in 3.2 above that significant progress has been made towards raising the revenue funding, and that OnSide has appointed a revenue fundraiser to ensure a minimum of £1.05m (£350k pa for the first three years) is raised in advance of the opening of the Youth Zone.

RISKS

- 5.3 There are no risks further to those presented in the paper approved by the Cabinet on 18 January 2016.

Approved by :- Lisa Taylor – Director of Finance, Investment and Risk

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 6.1 The Council Solicitor comments that there are no direct legal consequences arising from the recommendations within this report.

Approved on behalf of the Director of Law and Monitoring Officer.

7. HUMAN RESOURCES IMPACT

- 7.1 There is no impact to Council employees as noted in the paper approved by the Cabinet on 18 January 2016.

Approved by:Debbie Calliste

8 EQUALITIES IMPACT

- 8.1 Please see background paper for purposes of the report.

9. ENVIRONMENTAL IMPACT

- 9.1 There are no environmental impacts further to those presented in the paper approved by the Cabinet on 18 January 2016.

10. CRIME AND DISORDER REDUCTION IMPACT

- 10.1 There are no crime and disorder reduction impacts further to those presented in the paper approved by the Cabinet on 18 January 2016.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 To advise members on the progress made in developing the new Youth Zone.

12. OPTIONS CONSIDERED AND REJECTED

12.1 There are no options considered further to those presented in the paper approved by the Cabinet on 18 January 2016.

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**BACKGROUND PAPERS: Cabinet Paper 18/01/2016 - Investing in our Young People
- Onside Youth Zone -**

<https://secure.croydon.gov.uk/akscroydon/users/public/admin/kabatt.pl?cmte=CAB&meet=44&href=/akscroydon/images/att6626.pdf>

Equality Analysis