

Committee	Dated:
City Bridge Trust	2 nd May 2018
Subject: London Youth Quality Mark Awards scheme - amendments	Public
Report of: Chief Grants Officer & Director of City Bridge Trust (CGO)	For Decision
Report Author: Ciaran Rafferty, Principal Grants Officer	

Summary

This report proposes some amendments to your existing partnership scheme with London Youth which provides support for those youth organisations achieving the London Youth Quality Mark.

Recommendations

Members are asked to:

- a) Note the report
- b) Agree the amendments to the London Youth Quality Mark Awards scheme as outlined in paragraphs 7,8 and 9 and summarised in Table 2.
- c) Instruct officers to bring a report to your Committee later in the year when the funds currently available for the scheme have fallen to c.£30,000 and which considers the scheme's longer-term future

Main Report

Background

1. The London Youth Quality Mark Award scheme was incorporated within your Investing in Londoners programmes when these were set in late 2013 and is, in effect, a partnership between the Trust and London Youth, the membership/support body for the capital's voluntary managed youth provision – currently c.400 organisations.
2. The Quality Mark is the only quality assurance scheme for youth clubs accredited by City & Guilds and, uniquely, involves young people in the assessment process. It provides youth organisations with a badge of excellence that they can show to local authorities, funders and young people to prove they are doing the most they can to transform lives. The Quality Mark is designed to be

straightforward, ideal for all kinds of community-based youth work. There are three standards – Gold, Silver and Bronze. Each Quality Mark lasts for three years, after which it needs to be renewed.

3. In July 2013 the Court of Common Council agreed, as part of the Investing in Londoners programmes, for CBT to support youth work in London by promoting and supporting the highest possible standards of service delivery by implementing a grant award scheme, in partnership with London Youth, between September 2013 and August 2016, to award funds to voluntary organisations gaining or renewing their London Youth Quality Mark at either Gold or Silver standard and to London Youth for overall administration. The current grant criteria award levels are:
 - £7,000 payable to every voluntary-managed youth organisation which gains the Gold standard for the first time;
 - £5,000 payable to every voluntary-managed youth organisation which gains the Silver standard for the first time;
 - £3,000 payable to every voluntary-managed youth organisations which renews either its Gold or Silver standard; and
 - no more than one 'reward' grant to be claimed by any organisation;
 - £500 payable to London Youth for administration of each Quality Mark awarded.
4. Initially you set aside £300,000 for the scheme to operate, which it did with great success to the point where, at your meeting in January 2017, you agreed to a further allocation of £150,000. This followed an independent review of the scheme (funded by the John Lyon's Charity and delivered by Shephard & Moyes Ltd). The review found that 71% of the Clubs taking part had no other quality mark in place, indicating that this scheme was encouraging organisations to consider quality standards who would not otherwise do so. Over half of Clubs chose to apply for the QM as a means to improve what they do; and 90% of Clubs surveyed agreed that the QM encouraged them to improve what they do.
5. The review found that the financial incentive provided by City Bridge Trust was significant in encouraging organisations to seek a Quality Mark in the first instance, and also to aim for the higher standard where possible ("*...the City Bridge funding is a big incentive, without which many would not have engaged*") One organisation was quoted as saying: "*The City Bridge funding was a big motivator and I'm not sure we would have done it without this*". At the time of writing, approximately £95,000 remains available from the total allocation to date of £450,000.

Current Position

6. This has been a significant initiative to date and one which has promoted and underpinned the quality of services provided to, for and with young people accessing voluntary managed youth clubs in London. The scheme will continue beyond the closure of Investing in Londoners and at least until such time as the current allocation of funds is depleted. A report will be brought to your Committee later in the year as to whether or not further continuation of the scheme is

advised, as determined by ongoing evaluation. It is also likely, should you agree the proposal to support young Londoners as outlined in a separate report elsewhere within your non-public papers, that there will be significant opportunity for more youth organisations to access the Quality Mark.

Proposals

7. In the meantime, however, some specific amendments to it are proposed. The chief of these is to include an Award (of £3,000) for organisations which achieve the Bronze status. Originally Bronze was excluded in order to encourage organisations to aim higher, for Silver or Gold. In reality, however, aiming for Bronze as a first step to achieving any sort of quality mark can be particularly onerous for the often smaller organisations which have nothing else in place – but it is crucially important that they do of course. This is because at this level organisations are required to review their policies and procedures around key areas such as governance and safeguarding (an area that other quality frameworks do not cover). Going through this process can be truly transformational for the organisations which pitch at this level but, as it looks at core organisational procedures and practices Bronze is often the level that, proportionally, carries the biggest workload. Offering an Award for achieving Bronze would be very helpful in encouraging those groups which are not currently engaging with the Quality Mark scheme as they don't have the capacity to achieve the higher levels of Silver or Gold. (Where they do have the capacity to aim higher, as determined by London Youth, they will continue to be encouraged to so do.)
8. The other amendment to the current scheme is to allow organisations which previously had an Award to be able to have a further, renewal, Award (of £3,000) after the original achievement of Silver or Gold. As the Awards scheme enters its fifth full year of operation there are organisations which received some support from the Trust in the past and are now in the process of renewing their Quality Mark accreditation. The heavy cuts to many youth services in recent years have made their resources scarcer. Organisations that have been able to demonstrate that they are running high quality services and achieved Silver or Gold three years ago are now facing the dilemma of whether they renew their accreditation at the higher level they achieved previously, or whether to settle for Bronze.
9. Table 1 below shows the current arrangement for the Quality Mark Awards scheme whilst Table 2 shows the proposed scheme. It is recommended that Renewal Awards are pegged at £3,000 as the renewal process is less onerous than achieving a Quality Mark for the first time.

Table 1

Quality Mark Level	First-time Award	Renewal but no previous Award given
Bronze	n/a	n/a
Silver	£5,000	£3,000
Gold	£7,000	£3,000

Table 2

QM Level	First Award	Renewal but no previous Award	Renewal after previous Award
Bronze	£3,000	£3,000	n/a
Silver	£5,000	£3,000	£3,000
Gold	£7,000	£3,000	£3,000

Implications

10. Should you agree these amendments they will be in place for the remainder of the Quality Mark Partnership Scheme which will be determined by the availability of funds to support it. As outlined in paragraph 5 above there is currently in the region of £95,000 available for the Scheme which, on past spend, should support its operation for most of this financial year. Officers intend to bring a report to your Committee when the available funds have dropped to approximately £30,000 and which will recommend either further investment, or that the Scheme be wound down – depending on ongoing monitoring and evaluation of its value and of the wider context for this sector.

Conclusion

11. The London Youth Quality Mark partnership scheme has been a great success to date and of great value to an increasingly under-resourced sector. The amendments to it as proposed in this report will plug gaps in the offer which have become increasingly relevant and acted as barriers to many organisations to achieving the best possible policies and practices in their work with young people in London.

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