

Committee	Dated:
City Bridge Trust	10th January 2017
Subject: London Youth Quality Mark Awards	Public
Report of: Chief Grants Officer	For Decision

Summary

This report seeks additional funds to continue the London Youth Quality Mark Awards scheme, as your initial allocation (£300,000) is now at an end.

Recommendation

Members are asked to:

- Agree an allocation of £150,000 to continue the London Youth Quality Mark Awards scheme until the implementation of your new programmes in 2018.

Main Report

Background

1. The London Youth Quality Mark Award scheme was incorporated within your current programmes when these were set in late 2013 and is, in effect, a partnership between CBT 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 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 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 for administrative support to London Youth for every Quality Mark awarded.

Current Position

4. To date, the Quality Mark scheme has been a great success. Your Committee allocated an initial £300,000 to the scheme in early 2014 – funds which have now been drawn down and which need replenishing, should you agree.
5. In the period from January 2014 – November 2016 a total of 48 Awards have been granted – 21 for Gold; 20 for Silver; and 7 for renewal. £24,000 was made available to London Youth (through the £500 per award mechanism) to manage and deliver the scheme.
6. In 2015 London Youth (with support from John Lyon's Charity) commissioned an independent review of the scheme by Shephard & Moyes Ltd. At that point in time 89 Clubs (20% of the total membership) held a Quality Mark (18 with Gold; 13 with Silver). Whilst many more have been progressed since the review, there is ample scope for more organisations to take part.
7. The review showed that 71% of Clubs did not hold any other Quality Marks, indicating that the London Youth 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.
8. 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*".

Options

9. At the time of writing, all but £28,000 of the original allocation of £300,000 for the Quality Mark scheme had been drawn down.

10. Funds are not given to London Youth in advance, rather they are held by the Trust and London Youth request their release as and when an organisation achieves its Quality Mark. At this point the successful Clubs are asked – for general information – how they may use the Award funding. Interestingly, most do not use these for their core or everyday costs but for special activities, fuller school holiday programmes, and such like. This in itself shows a clear commitment by the Clubs to investing as much as they can in the young people themselves.

Proposals

11. It is recommended that you allocate £150,000 to the London Youth Quality Mark partnership programme in order to continue this scheme until 2108 when your new programmes are launched

Conclusion

12. The London Youth Quality Mark scheme has been a very successful partnership between the Trust and one of London's key infrastructure organisations, helping to make much-needed funds available to grassroots youth services whilst encouraging them to become better at what they do. For young people to thrive, grow in skills and confidence, build strong networks and have fun, it is essential that what they experience in the space outside of the family and school is high quality, focused on their needs, and supports them in genuinely positive ways. Supporting the adoption of the Quality Mark is a valuable and effective way of the Trust investing in London's young people.

Ciaran Rafferty
Principal Grants Officer
T: 020 7332 3186
E: ciaran.rafferty@cityoflondon.gov.uk