

SEEC-SESL Health & Social Care Integration Workshop

25 May 2016



Great Hall, King's Building
King's College London, The Strand, London WC2R 2LS



CASE STUDY: Youth Ambition – Oxford City Council

In support of its corporate priority of stronger, more active communities Oxford City Council's Active Communities team works to improve residents' health and wellbeing. Work with children and young people is delivered through the Youth Ambition programme, which has seven staff with an annual budget of £255,000 and also receives Sport England and Lottery grant funding. In 2015/16 Youth Ambition worked with 6600 young people, 40 per cent of whom came from BME groups.

The team's activities are based in Oxford's seven most disadvantaged areas, all of which are in the UK's 20 per cent most deprived areas. Target outcomes are improving young people's understanding of issues relating to their health and motivating them to take control of their health and their lives. Work is focused on fitness and exercise, sex and relationship education, drug, tobacco and alcohol education, healthy eating and mental health and wellbeing.

The focus is on those aged between 15 and 21 as they transition from secondary school to adulthood. The programme works in partnership with schools to run activities on-site as well as delivering activities on the streets, in youth clubs and multi-sports sessions. Working directly with young people gives the staff the opportunity to identify their needs and support them through positive activities, group discussions and one-to-one mentoring. Additionally, they can be referred for specialist support if needed.

Case Study

Targeted at encouraging children and young people who were previously sedentary to improve their health and wellbeing through physical activity, Youth Ambition delivers twelve multi-sports and physical activity sessions per week.

To ensure the activities appeal to a wide range of young people they range from traditional sports like football and basketball to activities such as dance, Zumba and boxercise. Youth Ambition staff support participants to choose their own exit routes from the programme by taking up other activities, joining clubs or teams or accessing health services.

Outcome

Last year 1500 children and young people took part in sessions. Using the Sportsworx application they were able to demonstrate social savings costs of £1,024,612. This is assessed using information on participants, activity type and area of delivery and it evaluates the impact the activities have on obesity, mental health and wellbeing and substance misuse.

Youth Ambition won the best Sports Development Team at the Oxfordshire Sports Awards and the best service team at the APSE awards in the sports, leisure and culture category in 2014.