

Appendix 2

Youth Service Development Grip

<p>OUR VALUES:</p> <ul style="list-style-type: none"> Quality, accessible youth provision that enhances the personal and social development of young people, enabling them to function positively and confidently as individuals and members of the broader community. Customer focused service meeting standards set by Ofsted <p>STRENGTHS:</p> <ul style="list-style-type: none"> Standards of young people's achievement is high Quality: Service judged as good by Ofsted, top quartile in London <p>WEAKNESSES:</p> <ul style="list-style-type: none"> Low uptake of service by some groups Internal capacity to expand the local offer is limited. 	<p>CURRENT SUCCESS FACTORS:</p> <ul style="list-style-type: none"> Engaging hard to reach young people High levels of achievement Good partnership work Quality standards upheld Free access <p>COMPETITIVE DISADVANTAGE:</p> <ul style="list-style-type: none"> Opportunities for commissioning and joint work with the private sector not being fully exploited Location limits access to the provision
<p>IMAGE:</p> <ul style="list-style-type: none"> Good quality provision Limited offer <p>OUR CONSUMERS:</p> <ul style="list-style-type: none"> Accessible provision, with broad range of opportunities Sufficient places delivered all year round <p>LIKES:</p> <ul style="list-style-type: none"> Free provision Programmes on offer <p>DISLIKES:</p> <ul style="list-style-type: none"> Limited opening times Perception of insufficient provision Limited range of programmes <p>ATTRIBUTES:</p> <ol style="list-style-type: none"> Affordable suitable buildings and locations Skilled staff Quality and range of opportunities 	<div data-bbox="748 555 1464 890" style="border: 1px solid black; background-color: #e0e0e0; padding: 5px;"> <p>OBJECTIVES/STRATEGIES:</p> <ul style="list-style-type: none"> Service delivery that provides satisfaction for residents and maximises use of resources Commissioning model to be developed Quality service to be maintained <p>IDENTITY AND PLANS:</p> <ul style="list-style-type: none"> To ensure the most accessible, affordable quality service possible to improve life chances and outcomes for young people Broaden the offer by extending the range of providers and partners and effectively promote the services available. </div> <p>BRAND ADVANTAGES:</p> <ul style="list-style-type: none"> Local authority led service which is customer focused Ability to quality assure the service Ability to focus service to meet local priorities <p>KEY SUCCESS FACTORS:</p> <ul style="list-style-type: none"> Affordable provision Accessible locations Broad range of opportunities available Good marketing <p>PRICING/MARKETING/PACKAGING:</p> <ul style="list-style-type: none"> Affordability key to meet needs of residents in areas of disadvantage – borough of opportunity Good quality marketing is central to raising customer awareness and confidence. Quality of provision needs to be maintained to ensure positive outcomes for young people and parental confidence.