

## **The Youth Offer**

### **Advocacy Guidelines**

The Youth Offer PowerPoint presentation is designed to support advocacy around the Youth Offer. It is supposed to be short and adaptable to local needs and a starting point for discussion.

How to use the presentation:

#### **1. Objective**

To persuade senior colleagues in Youth and Children's Services of the relevance and value of using a partnership with the Library Service to deliver their objectives for young people, by articulating the Youth Offer . **IF** they need persuading!

The Youth Offer is a simple statement of key things that young people should expect from library services. It is not a plan, or something new that needs to be delivered, although there may be elements that you feel need developing in your service. It is an advocacy tool, designed to articulate a clear response to Aiming High and to the government agenda in Children's Plans and the Cultural Offer.

#### **2. Audience**

The presentation is designed to be used to deliver to senior people in your children's services directorate, preferably the Director or Assistant Director and senior colleagues responsible for young people's strategy. Ideally, it should be presented with the support of your Director or Head of Cultural Services or presented by them, with your support.

#### **3. Content**

The presentation offers some slides that you might want to include as a starter, but the key thing is to tailor it to your local need. It is very important to demonstrate an understanding of the local issues for children and young people, use local examples of any successful interventions that you have made so far and say how much you are investing to support young people's needs.

The presentation is also designed to demonstrate your understanding of government policy and Aiming High, and to give an opportunity to make the case for the relevance of the library offer to it. Also, referring

to Local Area Agreements and the statutory indicators will demonstrate your understanding of their issues and how you can contribute to the desired outcomes.

It takes you step by step through a persuasive process, but needs to be delivered with a sound knowledge of the background. It may be valuable to have a member of the young people's team there to talk enthusiastically about the case study.

#### **4. The 'ask'**

What is it that you want? Why should these busy people listen and engage with you on this issue? What can you offer them? The slides about aligning investment and asking for something are designed to create an opportunity to build on your argument and ask for what might be most valuable to you. This could be, for example:

- A seat at the table on any working groups related to Aiming High and extended services
- The development of partnership working with the youth team
- A visit by the portfolio holder for Children's Services to see some of your key activities.

Don't ask for money. Stress that you are already investing, and the best way to use public money is to spend it in an aligned and strategic way, knowing as much as possible about the activities that the Council as a whole are undertaking to support young people and also to deliver the cultural offer.

#### **5. Discussion**

Have an idea of key questions you would like to discuss as a follow up, for example:

- Do colleagues in Children's Services see a resonance with the work they are trying to do?
- Do they feel it would be valuable to have more regular exchanges?
- How can the Library Service better support key LAA targets?

This is the opportunity to get some agreement on working together more closely. Leave behind copies of the presentation and a small amount of supporting information, plus the credit card Youth Offer.

#### **6. Follow up**

Write to the DCS, outlining the gist of the discussion and what was agreed. Copy your Director in. Make contact with the key people and get key dates of meetings. Ensure that the Youth Offer and the discussions with colleagues in Children's Services are cascaded to relevant staff in your service.

**Good luck!**