



## AGENDA

### SELECT COMMITTEE - PROVISION OF ACTIVITIES FOR YOUNG PEOPLE

**Wednesday, 23rd June, 2010, at 2.00 pm**  
**Wantsum Room, Sessions House, County**  
**Hall, Maidstone**

Ask for: **Christine Singh**  
Telephone: **01622 694334**

*Tea/Coffee will be available 15 minutes before the start of the meeting*

#### **Membership**

- Conservative (5): Mr A R Chell (Chairman), Mr G A Horne MBE, Mr M J Northey and Mrs E M Tweed
- Labour (2) Vacancies
- Liberal Democrat (1): Mr I S Chittenden

#### **UNRESTRICTED ITEMS**

*(During these items the meeting is likely to be open to the public)*

- 1 Select Committee Provision of Activities for Young People - Progress Monitoring Report (Pages 1 - 36)

#### **EXEMPT ITEMS**

*(At the time of preparing the agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public)*

Peter Sass  
Head of Democratic Services and Local Leadership  
(01622) 694002

**Tuesday, 15 June 2010**

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## Provision of Activities for Young People in Kent

### Select Committee Progress Update June 2010

#### Introduction

This report outlines the progress against the recommendations made in the Select Committee Report into the provision of Activities for the Young People of Kent in March 2009. The Select Committee examined what kind of activities are on offer in Kent, where they are, how young people find out about them and what might be stopping them from taking part.

As a result of the interviews, discussions and visits undertaken by the Select Committee a set of 17 recommendations were developed. The recommendations are numbered (R1, R2, etc) as they appear in the original body of the report. However, the committee members prioritised the recommendations and therefore the order of this report reflects these priorities.

#### 1.0 Recommendation R2

That KCC particularly through the Kent Youth Service and Extended Services continue to encourage and support schools in their efforts to develop extended services that compliment and supplement those already available in their local communities as an essential part of Integrated Youth Support in Kent.

To facilitate this, the Extended Services Team should explore how available funding could be utilised to ensure that schools are supported in their efforts to develop up to and beyond the core level of extended services by, for example:

- making extended school co-ordinators or community youth tutors available in more schools
- with colleagues in the Youth Service, developing expertise among School Governors and Head Teachers by providing training/presentations on extended service development and community engagement
- ensuring that information about extended services within Local Children's Services Partnerships (LCSPs) is gathered, recorded and made available to the public through various media (as outlined elsewhere in this report) and taken into account as an integral part of the Youth Strategy in every district
- with Youth Service Colleagues, encouraging and assisting schools to ensure there is effective and ongoing consultation with local communities (beyond the immediate school population) about the development of extended services

ensuring that the allocation and distribution of funding for extended services (routed LCSPs) is clearly recorded and made available to assist with planning for service provision within local communities.

#### 1.1 Progress

1.1.1 During the past year two schools identified that they were unable to continue funding the Community Youth Tutor model, however this has opened the opportunity for other schools to participate in the model which has resulted in new posts at Folkestone Academy and potentially at another school in the Dover area. In addition the Sheppey Academy has reversed its position and recruitment for a new CYT is underway.

1.1.2 No further funding has been identified to develop this work, however Kent Youth Service is continually reviewing its service delivery and methods of working. As such funding for new CYT posts during 2010/11 may be identified through a review and reduction in dedicated Detached and Outreach projects.

1.1.3 Analysis of which members of staff require training and access to Togogo is underway. Once completed this will allow training on the redeveloped Togogo site for Extended Service Co-

ordinators and ensure that local information is kept up to date. This training will take place once the Children & Young People's Services Activities Database has been redeveloped along with Togogo.

- 1.1.4 A review of Youth Advisory Groups was completed, recommending a number of changes which will allow a wider, ongoing consultation with partners and young people about service development at a District level. These groups, which focus on the development of local services, will establish a strong working relationship to advise the new local Children's Trust arrangements on key issues 13-19 year olds, particularly the provision of positive activities.
- 1.1.5 An offer of bespoke training and guidance has been sent to all Governors and Head Teachers to both promote and respond to interest in how schools can be supported in developing the local offer to young people by working with both Extended Services and the Youth Service.

#### **1.1.6 Overall some good progress but with more work to do.**

## **2.0 Recommendation R3**

That KCC together with district and borough councils should:

- a. proactively engage with rail travel providers in Kent to determine the feasibility, cost and business benefits of incorporating off-peak rail travel into the Freedom Pass to enable more young people to make use of existing activities and facilities.
- b. proactively engage with bus travel providers to determine the feasibility, cost and business benefits of adding integrated (perhaps specific nights of the week) later bus services to enable more young people to make use of existing activities and facilities.
- c. consider the benefits and potential cost savings of combining the Freedom Pass with any (future planned) Leisure Card and for example, Library card. This should be considered alongside the concept of rewards for positive activities (e.g. encouraging use of healthy activities).

## **2.1 Progress**

- 2.1.1 A report on the progress of the Freedom Card was presented to Cabinet in November 2009. This report identified potential developments for the scheme. At this point in time rail travel remains unlikely to be included as the cost implications are too great and rail companies are unwilling to participate at this stage.
- 2.1.2 As the Freedom Pass has been rolled out across the county the Environment, Highways and Waste and bus service providers have been continually responding to service demands by putting on larger vehicles and extra services where necessary.
- 2.1.3 The Communities Directorate Finance team has undertaken a scoping exercise to determine the costs involved in implementing a Leisure Pass. Solutions for this could take on a number of formats and include a range of functions. The implementation of a smart card system which both the local authority and parents could contribute funds to would incur administrative costs of £25 per person to run (circa £3.25m for all 13-19yr olds) and could also involve significant capital investment to increase the network of smart card machines at participating venues (an initial investment of £1m was required to equip buses with smart card machines). Whilst this level of investment is unlikely the Youth Service and the Reward Team are currently examining whether the contract with Asperity to provide staff discounts could also source activity discounts with local providers by using the existing Freedom Pass.
- 2.1.4 Kent Youth County Council is currently researching the possibilities for a campaign to support the extension of the Freedom Pass to young people aged 16 and 17.

#### **2.1.5 Progress against original recommendations is unlikely however work continues to achieve some change.**

### **3.0 Recommendation R4**

- a. That to fully utilise available transport KCC directorates should co-operate to produce a register of passenger carrying vehicles (minibuses) that could potentially be shared with the youth service and/or voluntary sector organisations for individual trips or on a more regular basis and that guidelines be produced for the use of such vehicles.
- b. That the Youth Service liaise with the Rural Regeneration Officer to determine whether links could be made to existing community transport schemes to provide assistance with transporting young people to leisure activities, or to investigate whether any joint funding arrangements could be of benefit.
- c. That there be a drive to recruit certified PC V drivers employed by KCC and partner organisations in Kent to register for occasional voluntary driving duties (subject to satisfactory CRB disclosure being in place) to assist the Youth Service's provision of sports/leisure activities to young people. Once established the Youth Service should assess the viability of extending the scheme to include affiliated and non-affiliated voluntary organisations.

### **3.1 Progress**

- 3.1.1 Resources from Communities Directorate have been identified to undertake this task and work is currently underway to finalise a directory of available vehicles.
- 3.1.2 The change in the framework of policy and funding for Rural Regeneration has put significant pressures on existing Community Transport schemes and expansion without considerable investment is not realistic. The Youth Service and Rural Regeneration Team are working together to influence the Integrated Transport Policy in order to reflect the needs of young people in isolated communities.
- 3.1.3 A job description and recruitment process for volunteer drivers is currently being finalised and will be distributed via the Kent Volunteer network and also to partners through the district based Volunteer Driver networks.

#### **3.1.4 Some progress made although more work to do.**

### **4.0 Recommendation R6**

That KCC (Youth Service and others) should work with district partners including those in the voluntary and community sector to build upon the success of events such as Gifted Young Gravesham, those organised by Blade and Youth of Generation and explore opportunities to hold similar events elsewhere in the county.

### **4.1 Progress**

- 4.1.1 Kent Youth Service remains dedicated to the development of Young People through the arts and during 2009/10 a large number of arts events were hosted and/or supported by Kent Youth Service and its partners across the county. Gifted Young Gravesham was delivered successfully again this year with plans for a similar event, Dartford Is Gifted, well under way. In addition the Youth Service hosted a Rhythmix weekend residential experience for young people wanting to develop their performance skills. The Service has also hosted 6 Kick Racism Out of Football events and also 6 events to celebrate LGBT history month in February – at each of these events young people are able to take part in forum theatre and practice other performance skills. The Youth Service also hosts 8 Try Angle awards ceremonies each year which both celebrate young people's achievement and provide a platform for young people to perform.
- 4.1.2 On 15<sup>th</sup> of August 2009 the Youth Service hosted a partnership Summer Diversity Festival which was attended by more than 1400 young people who were able to take part in a number of cultural and sporting activities whilst more than 30 young people's acts were able to perform at the event

and take part in talent shows, battle of the bands and workshops. The intention to hold a similar event in 2011 is dependant on securing external funding to do so.

#### **4.1.3 Progress complete**

### **5.0 Recommendation R7**

That KCC adopts a policy of promoting positive language, perceptions and expectations of young people in all KCC publications and communications and encourages and engages with partners and the media to further this aim.

#### **5.1 Progress**

5.1.1 A code of good practice has been established by the Communications and Media Centre to ensure that all departments recognise the importance of promoting a positive message about young people. This document can be found at Appendix 1 and it is recommended that this be adopted.

#### **5.1.2 Progress complete**

### **6.0 Recommendation R8**

a. That meetings which are to involve young people are planned and structured in a young person-friendly format.

b. That Youth Advisory Groups focus on strategic planning in their districts and extend invitations to, and renews efforts to engage, private and voluntary sector facility and activity providers as well as potential funders, in order to create opportunities for mutually beneficial discussions at YAG meetings.

c. That KCC Members be encouraged to contribute towards local young people's transport funds from Members' Community Grants (and other available sources) to finance organised trips for young people from their local area, focusing on those who attend youth groups and projects.

#### **6.1 Progress**

6.1.1 The Youth Advisory Group Review established a new set of Terms of Reference for the groups, emphasising the importance of playing a key role in the strategic development of services for young people – and particularly positive activities – at a local level. As part of this review the Terms of Reference also requires the meaningful participation of young people and ensuring that they are able to engage fully in meeting structures.

6.1.2 KCC Members Community Grants contributed directly towards work with young people in a variety of ways throughout the 2009/10 year. Full details of the spend of Members grants are available through the Community Engagement Team.

#### **6.1.3 Progress Complete**

### **7.0 Recommendation R12**

a. Development of Togogo could include:

- Clear links to leisure listings for specific areas of interest such as cycling, parks, sports
- Times dates of meetings/venue contacts
- How to contact local Kent Youth County Councillor and Local Members of the County Council (by postcode look-up)
- The facility to vote on youth-related proposals
- Continually providing the opportunity for and proactively seeking out private and voluntary providers to invite listing
- Interactive local maps showing private/voluntary/LA provision

- Requesting that schools signpost Togogo on pupil VLEs (virtual learning environments screensaver and enabled in favourite sites) thus reaching every schoolchild
- Advertising Togogo on the Freedom Pass/Kent Travel Card/Library Card
- Allowing additional and selected advertising on the website (directly leisure related) to generate revenue and show discount offers.
- Liaising with the Children's Disability Register co-ordinator to ensure that views and experience of disabled young people and their families help to make the site informative and relevant.

b. Following an initial reluctance by young people to engage with Togogo its effectiveness in reaching a range of young people from different areas and backgrounds should be measured before and after development of the site by using Mosaic to analyse users registering on the site with a postcode.

## **7.1 Progress**

- 7.1.1 The re-development of Togogo has been significantly delayed due to the delays in completing the Kent.gov site – Togogo will be hosted on the same platform and by the same provider. The Youth Service has begun working with young people to identify views and opinions on developing the site however specific functional capabilities will not be clear until later in 2010.
- 7.1.2 In order to aid the development of the Togogo and the adjoining database a part-time administrator has been assigned the task of updated and improving data quality. This is particularly crucial as the Kent Resource Directory, which provided a significant amount of the information for Togogo, has been withdrawn from service.
- 7.1.3 A basic, voluntary survey has been running as a Polaroid on the existing togogo site asking for feedback on the ease of use and design of the site and also asking people to give their postcode to allow mapping against the re-developed site.

### **7.1.4 Slow progress with more work to take place**

## **8.0 Recommendation R13**

That KCC Innovations Team works with young people, supported by professional advisers to produce a policy and guidelines for the safe use of social networking sites (Facebook, Bebo etc) by young people, and that KCC work towards developing protocols for effective and appropriate use of social networking sites by youth work practitioners, other KCC staff and Members as well as members of Kent Youth County Council.

## **8.1 Progress**

- 8.1.1 A new policy for Internet Usage in Youth Centres and projects has developed which gives clear guidelines on how young people should be supported to gain the benefits of online communities whilst remaining safe. Additional guidelines support staff in ensuring their own personal and professional usage is appropriate and safe.
- 8.1.2 A dedicated section of Knet gives clear guidance and direction on the use of Social Networking to promote KCC and its activities – in addition training to achieve a 'social media license' has been implemented allowing staff to achieve a corporate standard before using these tools.

### **8.1.3 Progress complete**

## **9.0 Recommendation R15**

That KCC should consider providing support to Oi! (provided there is a sustainable business plan) to enable more young people to benefit from the work experience and personal development it offers and for the magazine to reach and involve a greater number of young people across the county. This support might take the form of a regular advertising slot paid for by the Kent Youth Service and other directorates/service

(particularly CFE Extended Services) to: publicise activities and the availability of other local youth provision, and get across important messages e.g. links to advice on internet safety.

## **9.1 Progress**

9.1.1 A variety of KCC departments have used SO! to promote activities and examine issues, these include Kent Apprenticeships, CFE Participation team, the HOUSE partnership project, Kent Drug and Alcohol Action Team, Kent Sport Leisure and Olympics and Kent Youth Service. In addition the Try Angle Awards have become a national media partner of the magazine which involves a young person's story and nomination form being printed in each issue.

9.1.2 The Youth Service has offered support and guidance to, and material for, Nubia magazine a publication developed with a particular focus on BME young people and currently in it's 10<sup>th</sup> issue.

### **9.1.3 Progress complete**

## **10.0 Recommendation R16**

That the Youth Service increases its engagement with the diverse range of services provided by the voluntary and community sector to ensure that the contribution of this sector can be fully acknowledged, mapped and taken into account in planning positive activities within an area.

## **10.1 Progress**

10.1.1 The completion of the YAG review and particularly the adoption of new terms of reference will allow an increased engagement with Voluntary Organisations in developing local services for young people.

10.1.2 Kent Youth Service has renewed its Partnership Awards with 23 different voluntary sector groups to deliver a range of direct youth work across the County and a further 10 groups to provide a range of support services to other Voluntary Organisations throughout Kent.

10.1.3 During 2009/10 the Youth Service facilitated 2 training courses focusing on developing the capacity to manage integrated services with 12 places taken up by leaders from Voluntary Youth Organisations.

### **10.1.4 Progress complete**

## **11.0 Recommendation R1**

That, as part of the comprehensive review of community library services, Libraries and Archives consider the role of mobile libraries as a means of engaging more young people in positive activities, and whether a change of timetable is a practical way of facilitating this.

## **11.1 Progress**

11.1.1 The Library service provided strong and most consistent support for the innovative HOUSE project across each of the locations. Library staff have proven to be an exemplar in engaging young people in the potential future design of library services. The Library Service have provided young people with books that have assisted them with particular life events (such as bereavement, family changes) which have been invaluable to a number of young people and had a profound influence on young people's confidence, self-awareness and self-esteem.

11.1.2 Library mobile vehicles have recently become singled staffed making the engagement of young people more challenging through this avenue however consultation with over 1000 young people is being used to continually inform design and delivery of services and have produced three specific offers for young people designed to support them in looking for work, learning opportunities and gaining the best value from library services.

### 11.1.3 Progress complete

#### 12.0 Recommendation R5

That the Youth Service and in particular the Diversity Team should liaise with the Analysis and Information Team to determine how Mosaic could enhance their work in terms of community profiling and targeting information. That the Analysis and Information Team determine whether Mosaic could incorporate data on Traveller communities.

#### 12.1 Progress

12.1.1 The Youth Service is undertaking a pilot examination of two centres using Mosaic to examine its usefulness in supporting Community Needs Analysis processes. Appendix 2 shows the community profile around the two centres and once ContactPoint updates have been completed to the Youth Service MIS system postcodes will be extracted and mapped to examine where the Youth Club Members originate from.

### 12.1.2 Some progress with more work to do

#### 13.0 Recommendation R9

- a. That projects with an intergenerational theme should receive a high priority in decisions about funding in Kent in order to break down barriers and build community cohesion.
- b. That KCC should consider how intergenerational activity could be supported in other ways such as through the Staff Club and Staff Discount schemes.

#### 13.1 Progress

13.1.1 Kent Youth Service and partners prepared a bid for the 'Generations Together' programme which unfortunately proved unsuccessful. As a result the Service has included intergenerational work into its business planning processes. This has resulted in a range of activities taking place such as young people supporting Silver Surfers, Allotment Projects and intergenerational video projects examining the views of local young and older people.

### 13.1.2 Progress complete

#### 14.0 Recommendation R10

That there should be increased opportunities for well motivated young people to shadow community leaders in order for them to gain experience of political life and leadership and that Members of Kent County Council should take a lead in facilitating this.

#### 14.1 Progress

14.1.1 Workshadowing opportunities to work alongside Council Officers and County Councillors, including Cabinet Members have been taken up by 7 young people and students and this opportunity is on offer through Legal & Democratic Services as well as Kent Youth County Council. An offer for Members to shadow members of the Youth County Council has also been extended.

### 14.1.2 Progress complete

#### 15.0 Recommendation R11

That Kent TV continues to provide young people with the opportunity to broadcast their interests and concerns and gain experience of TV and film production through the apprenticeship programme and the development of a dedicated broadcasting unit.

## **15.1 Progress**

15.1.1 Kent TV was decommissioned at the end of the 2009/10 financial year and whilst this means that a 'youth channel' is not possible Kent Youth Service continues to offer young people a range of opportunities to engage in media and film activities and develop broadcast and production skills and experience.

### **15.1.2 No progress possible**

## **16.0 Recommendation R14**

That KCC should investigate the implementation of an SMS texting service to notify young people of discounts and offers of free access to leisure activities.

## **16.1 Progress**

16.1.1 An SMS service exists and is available to use with the implementation of data handling processes to gain permission for the use of personal mobile phone numbers, however until such time as Togogo is redeveloped and/or future offers are able to be sourced through Asperity such a service would offer little value to young people. Resource to supply SMS services is yet to be identified.

### **16.1.2 Some progress with more work to take place**

## **17.0 Recommendation R17**

That KCC, with its partners, considers how to increase the proportion of activities, as well as information advice and guidance, provided to young people in young-person centred surroundings, in locations accessible during evenings/weekends.

## **17.1 Progress**

17.1.1 During 2009/10 Kent Youth Service took part in the DCSF led 'Open Weekend' during which all areas opened provision during the weekend. Currently some Youth Service Provision in each operational area is open Friday evenings and Saturday in addition to the wide range of residential opportunities offered across the County.

17.1.2 Delivery of the partnership project HOUSE on the Move commenced in May 2010 taking advice, guidance and support to young people on Substance Misuse, Alcohol Abuse, Smoking Cessation and Sexual Health to a variety of locations around Kent and delivering services at times convenient for young people to access.

17.1.3 Connexions Kent & Medway Ltd has been awarded a new three year contract for the delivery of careers information advice and guidance with a requirement to examine how this can be done in closer integration with other partners and delivered in times and places where young people are keen to engage.

### **17.1.4 Progress complete**

## **Conclusion**

During the period covered by the Select Committee the engagement of young people in Positive Activities has increased from 65.5% to 67.3% (the DCSF target being 67% for 2009/10) and although it is difficult to measure the impact of individual recommendations on this target the direction of travel is healthy and reflects an improving picture of young people's engagement.

A number of the recommendations above continue to be valid for future development of services for young people. As noted above, some of these are able to be included in individual service business planning

processes. For items which require continued action, support and monitoring it is recommended that the Integrated Youth Support Services sub-group of the Kent Children's Trust board take an overview as this group offers the suitable strategic partnership setting in which to progress these recommendations further.

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## **Appendix 1: Draft policy on promoting positive images of young people**

Kent County Council will continue to work hard to make sure that the image of young people in Kent is positive, fair and reflective of the young residents living in the county.

This will be promoted by the Communication and Media Centre through publications, online (kent.gov.uk), social networking (Twitter), events and information issued to and discussions with the media.

Although we must accept that there will be those stories which paint a negative picture of young people in the national and local media, we must consider them in context and highlight how these stories refer to a small minority of individuals and should not be seen as an example of young people as a whole.

Through close working relationships with the media, partners, young people and colleagues, we will continue to use positive language and images which celebrate rather than criticise young people and help them to promote themselves.

A key part of promoting a positive image is to publicise those initiatives which represent the achievements of young people and how they have 'gone the extra mile' to take part in positive activities. These include:

- Try Angle Awards recognising individuals' triumphs over adversity
- Kent School Games which encourage participation and pride
- Elite young athletes
- Young Consumer of the Year competition
- Apprenticeships
- Kent Youth County Council
- Peer mentoring in schools
- Positive Activities for Young People project
- Volunteering Awards and role of young people in these
- Kent Youth County Council
- Work within schools and youth centres
- Activities with Community Wardens

The *Children and Young People's Plan 2008-2011* will be used as an important part of KCC's commitment to positive images in line with the document's aim to 'improve the life chances of children, young people and their families across Kent'. We should be aware of the issues raised in the current plan and the updated version expected in April 2011.

Although Kent TV will not continue, in order to maintain the representation of young people through digital technology, a focus on young people is going to be a key part of any digital service KCC has in the future and as far as

possible will be driven by young people - covering their priorities, their issues and providing an outlet for work and content. There will also be a focus on careers guidance. Discussions are ongoing and the Kent Youth Service and CFE will be heavily involved in the next steps.

The policy is not just about being seen to be promoting positive images of young people; it is going further to celebrate the part they play in local communities, the activities they take part in and making sure their voice is heard. We are a large authority and have the opportunity to make a real difference to the perceptions of young people among other residents and the media and should use all available resources to improve and recognise those who will shape the county in the future.

Drafted by Lisa Whitbread. Approved by Jane Clarke.  
24<sup>th</sup> February 2010

# A Mosaic Analysis of Two Youth Centres in Kent

June 2009

# Youth Centres in Kent – A Mosaic Analysis.

## Introduction

The first part of this report describes the Mosaic profile of the population falling within a catchment area surrounding two youth centres in Kent. The youth centres in Ashford North and Aylesham, near Dover, have been selected as they contain contrasting Mosaic profiles, suitable to demonstrate the differing needs of young people from differing socio economic backgrounds. The catchment areas around each youth centre have been defined by marking a five minute drive time around each centre site. It is assumed that, due to their proximity to the service, the young people living within these five minute drive time areas are the most likely to use the centres. It is possible that young people may also travel from further afield to attend a youth centre but due to a lack of real data on the actual users of each centre, this method is used as a 'next best' alternative.

The report gives the Mosaic profiles of the populations living within the five minute drive time catchment areas surrounding each youth centre, describing the characteristics of the main groups and types living within the areas. Mosaic provides a wealth of information for each group and type, much of which is relevant to young people. By extracting these relevant details we are able to provide a picture of the kinds of young people using the centres, including the kinds of problems they may face and the extra support they may need in their transition to adulthood. This information will be of particular relevance to youth centre staff who are suitably positioned to deliver targeted support to young people in a neutral environment.

The characteristics from the Mosaic data highlighted as relevant to young people include information on educational attainment of both adults and children, health information, including teenage pregnancies and drug use and perceptions of safety including neighbourhood crime and the prevalence of teenagers 'hanging around' as causing problems in the community. Communication techniques to which each Mosaic type is receptive and unreceptive are included. If required, this will allow targeted marketing of the youth service to the appropriate demographic.

The second part of this report looks at the suitability of youth centre placement throughout Kent by using a variable chosen from Mosaic's rich supplementary data. The selected variable reflects the extent to which teenagers 'hanging around' are seen as a problem in the community. Mapping techniques are used to assess whether the youth centres in Kent are best placed to serve the communities which are most likely to require their facilities.

## Mosaic

Mosaic is a classification system designed by Experian to profile the characteristics of the UK population. Each household in the UK is classified as

belonging to one of 11 groups and 61 types. These types identify groups of individuals and households that are as similar as possible to each other, and as different as possible to any other group. They describe the residents of a postcode in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes.

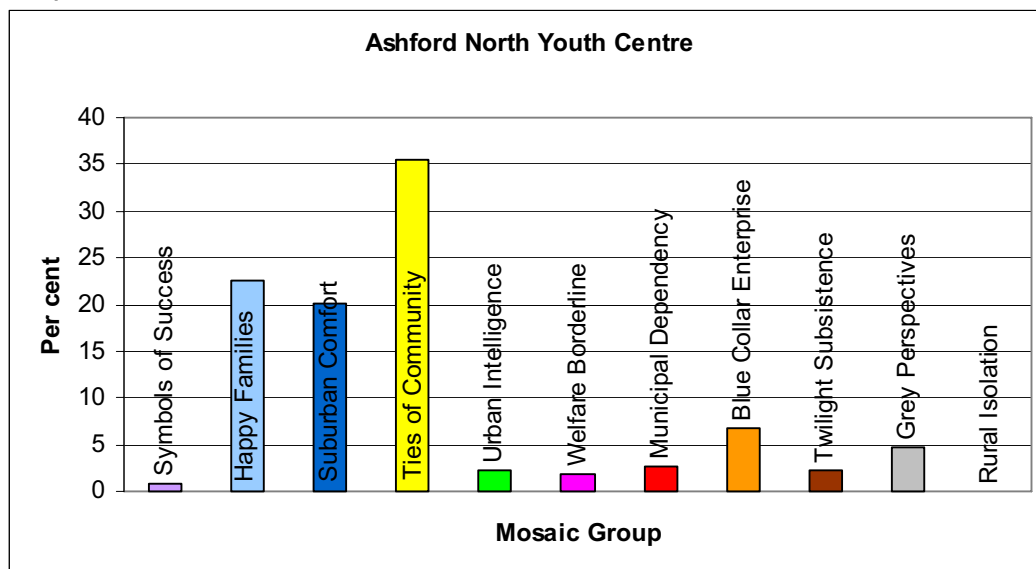
Mosaic describes a population in much more rounded terms than pure demographic data, and generally at much finer levels of geography. Whilst every household will have its own unique characteristics, there are neighbourhood features that bind households together (the local school, Neighbourhood Watch scheme and so on), and also wider geographic influences (for example the effect on local populations of major changes such as coal mining closures). Mosaic therefore uses over 400 data items, from household level through to Government Operating Region. A complex process is used to analyse the varied data and to identify the natural groupings that exist in the population.

Significant effort is used to ensure that the result is both statistically robust and reflects reality on the ground. Each of these natural groupings, or clusters, will have an “average” value for each of the 400 data items. Each postcode, and household, is assigned to one of the 61 types by measuring how close it is (mathematically) to these average values.

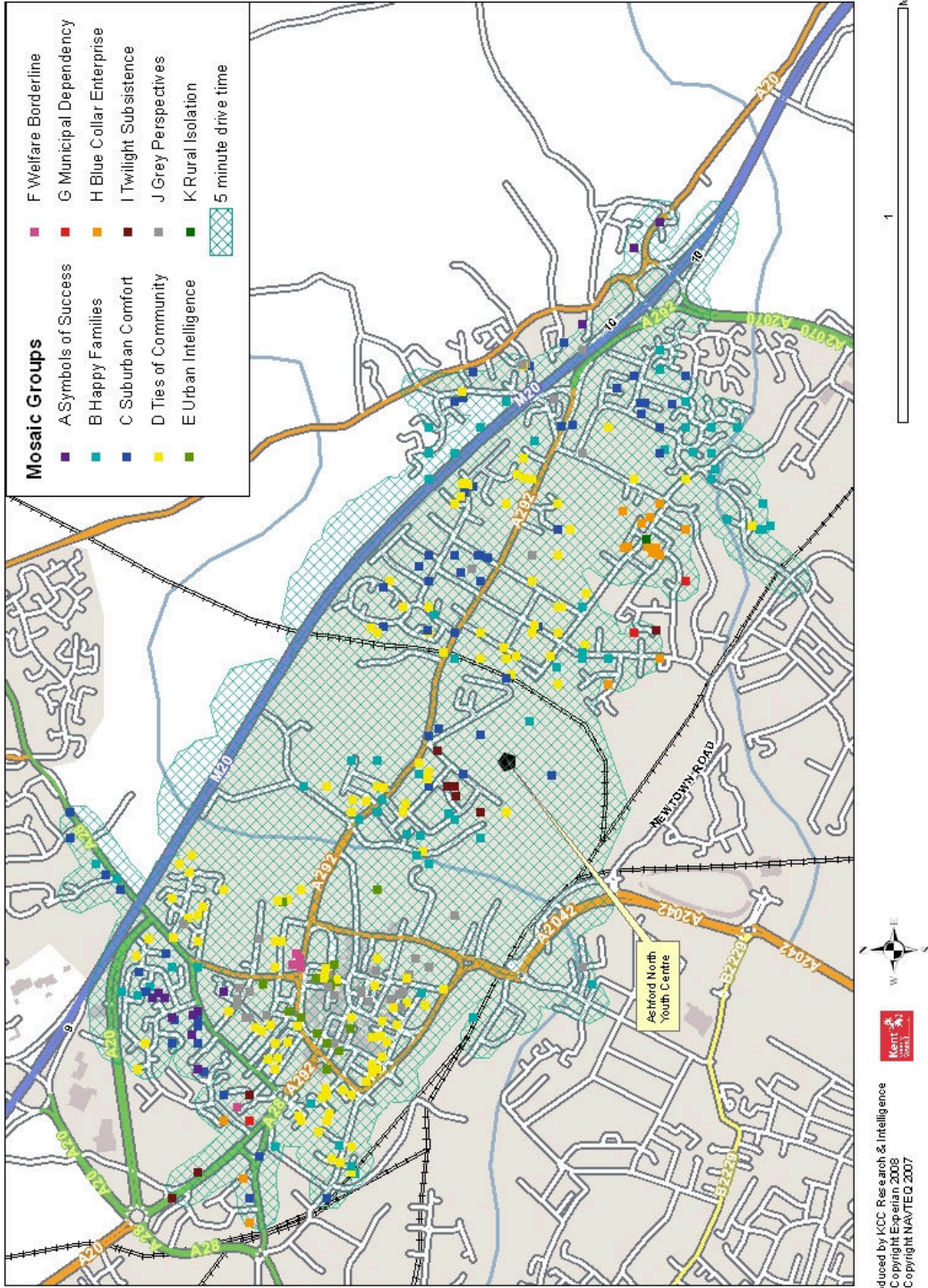
### Ashford North Youth Centre – A Catchment Analysis

Map 1 shows the five minute drive time polygon surrounding Ashford North Youth Centre, along with the Mosaic groups falling within this area. Each postcode within the catchment area surrounding Ashford North Youth Centre has been assigned a Mosaic group and type and this has been built up to give a profile of the people living within this area. The profile is summarised below in Graph 1 and shows which groups are most prevalent within the area.

Graph 1



Map 1: Map showing the Mosaic groups falling within a five minute drive time polygon surrounding Ashford North Youth Centre



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Research and Intelligence  
 Kent County Council  
[www.kent.gov.uk](http://www.kent.gov.uk)

Of the estimated 14,088<sup>1</sup> people living within a five minute drive time of Ashford North Youth Centre, the largest proportion, making up over 35%, are classified as belonging to the Ties of Community group. These postcodes, marked on the map in yellow, are located in two clusters, to the east and north west of the youth centre. The Happy Families and Suburban Comfort groups make up similarly large proportions of the postcodes within the catchment area. These postcodes, marked in light and dark blue respectively, can be found throughout the catchment area, with a particularly large cluster on the south eastern outskirts.

The next section of the report describes the Mosaic groups and types that are most prominent within the catchment area in more detail.

## Ties of Community

Mosaic states that this group is comprised of people who live in close knit communities, mostly in older houses in old industrial towns. People belonging to this group own their own homes, drive their own cars and hold down responsible jobs. Identifying the prominent types within each Mosaic group can give us more detailed information regarding the characteristics of people within the catchment area. Within the group Ties of Community the top type is D21: Respectable Rows, accounting for 16.7% of the area profile.

### Type D21

Type D21: Respectable Rows are found in areas of small, but not unattractive, terraced housing most of which was built just before or just after the First World War and which now displays a population profile very similar to the national average. These are typically areas of older housing, which are not particularly spacious, that attract

disproportionate numbers of young couples, whether married or co-habiting, who value a relaxed and informal type of neighbourhood in which to set up their first home and start their families. Although these areas are dominated by young, often childless couples, young people are present and approximately 11% of the population living in these areas are aged between five and 14.



<sup>1</sup> 2007 population estimate.

Adult educational attainment is mixed in Type D21. The proportions gaining some form of qualification, from a single 'O' level to a degree, are all marginally above the national average, although it is more likely than not that they left school at 16. Their children have a similar steady rather than spectacular education. From Key Stage 1 through to university admission, the level of attainment is close to the national average. However, the type of employment in which these people typically work is likely to encourage additional qualifications, so these areas may have requirements for further education facilities.

A healthy lifestyle is not a conscious decision for these people. They cannot claim to have either a particularly good or particularly bad diet; more likely that they simply continue to eat what they have always eaten, in moderation. There will be some heavy drinkers and smokers, but again in general these are taken in moderation. As would be expected with this type of lifestyle, these people's health varies considerably, but overall closely reflects the population as a whole. Teenage pregnancy rates are below the national average and people using and dealing drugs is not seen as a big problem in these areas. However, possibly reflecting the younger age of the population of these areas, people are more likely than average to experiment with drugs, and thus, advice on the risks may still be worthwhile.

The residents of Type D21 do not generally consider their neighbourhood a bad place to live, despite the fact that the neighbours tend to keep themselves to themselves, and there are distinct elements of anti-social behaviour. Fear of crime is generally below that experienced nationally, whilst actual crime is above average. Adults' perceptions of 'teenagers hanging around' causing problems in the area is close to the national average.

These people show close to average behavioural trends with regard to how they spend their spare time. Few recreational activities are strongly over or under represented amongst this group. There is a slightly higher than average interest in the internet, skiing and the theatre and arts and a lower than average interest in bingo and bird watching. People belonging to this type are receptive and unreceptive to the following communication techniques:

<b>Receptive</b>		<b>Unreceptive</b>	
✓	Internet	✗	Magazines
✓	Telephone advice lines	✗	TV
✓	Radio		
✓	Social networks		
✓	Centre-left broadsheets		

## Happy Families

Mosaic describes this group as containing people whose focus is on career, home and family. These are mostly younger age groups who are married or in a permanent relationship, and are now raising children. Adults in this group have typically acquired some worthwhile vocational or professional skills,



Reflecting the problems of parental support, teenage pregnancy rates are higher than the national norm. Targeted support for young people living in these neighbourhoods may be particularly relevant considering weak parental links, and youth centres may provide a vehicle suitable for the delivery of this support.

Anti-social behaviour is a problem in these areas, with above average rates of teenagers hanging about, drug dealing and burnt out cars. Social capital is also quite low, with neighbours very much keeping themselves to themselves. Adults' perceptions of 'teenagers hanging around' causing problems in the area is slightly above the national average. Despite this, most residents see these areas as not being bad places in which to live, perhaps reflecting their general optimism.

With regard to how they spend their spare time, these people show a significantly higher than average interest in computer games, skiing and pop music and art and a lower than average interest in bird watching, classical music and fine art. People belonging to this type are receptive and unreceptive to the following communication techniques:

<b>Receptive</b>		<b>Unreceptive</b>	
✓	Internet	✗	Heavyweight magazines
✓	TV	✗	Newspapers
✓	Radio		
✓	Direct mail		

### **Suburban Comfort**

Mosaic describes this group as being typically older families living in suburbia. Mosaic suggests that these areas are typically inhabited by adults working in intermediate level white collar occupations, are close to retirement and have alleviated their financial burdens over time and are now in more comfortable positions. Couples are typically older often with teenage or grown up children. However, younger families are also found in these areas and 28% of households have dependent children. Children aged 5 to 14 make up 12% of the population of these postcodes. Some older couples have now died allowing younger families with dependent children of primary school age to re-colonise these sought after suburbs. Further analysis reveals the top type to be C18: Sprawling Subtopia, accounting for over 12.5% of the total.

## Type C18

Type C18 contains largely middle aged, middle income owner occupiers living on very large developments of 1930s suburban semi-detached housing. Many families have older children, many of whom continue to live at home. Children aged five to 14 make up 14% of the population of these postcodes. This is a very stable population, with few moving in or out of the area, and where people take pride in their homes and their cars. These are white, middle class areas, where many people work as administrators and supervisors in local factories and relatively few commute by tubes or trains to city centre employment.



Adults living within Type C18 are less likely than those in other types within the group to be well qualified. Almost one half will have left school without attaining 5 passes at Grades A to C at 'O' level and the numbers with 'A' levels or a degree are noticeably below the typical national rate. However, a significant proportion does leave school with a good basic set of qualifications. Their children's performance is almost identical. Results at each of the Key Stages indicates reasonable levels of attainment, and the proportion leaving school with 5 or more GCSE Grades A to C is almost 20% higher than the proportion nationally. However, the proportion going on to university is below national figures, and is the lowest within the group, thus facilities supporting young people make the transition from school in to higher education may be of particular relevance here.

These people are not particularly conscious of what constitutes a healthy lifestyle. Their diet tends to avoid those foods that are the best and worst. Some smoke, and many more drink, but in moderation. Their leisure time is not bristling with physical activity, but again they do manage to get a reasonable amount of exercise. Teenage pregnancy rates are well below the national average, as are problems related to using and dealing drugs.

Whilst still being viewed as reasonably comfortable places to live, there is less of a sense of community networking in these neighbourhoods than in most of the group. Fear of crime is therefore slightly higher, and reflects the overall national picture. Adults' perceptions of 'teenagers hanging around' causing problems in the area is slightly above the national average, perhaps reflecting a lack of facilities for young people in these extensive suburban neighbourhoods. Youth centres could thus play a vital role in providing a safe

environment for children and young people to socialise with their peers.

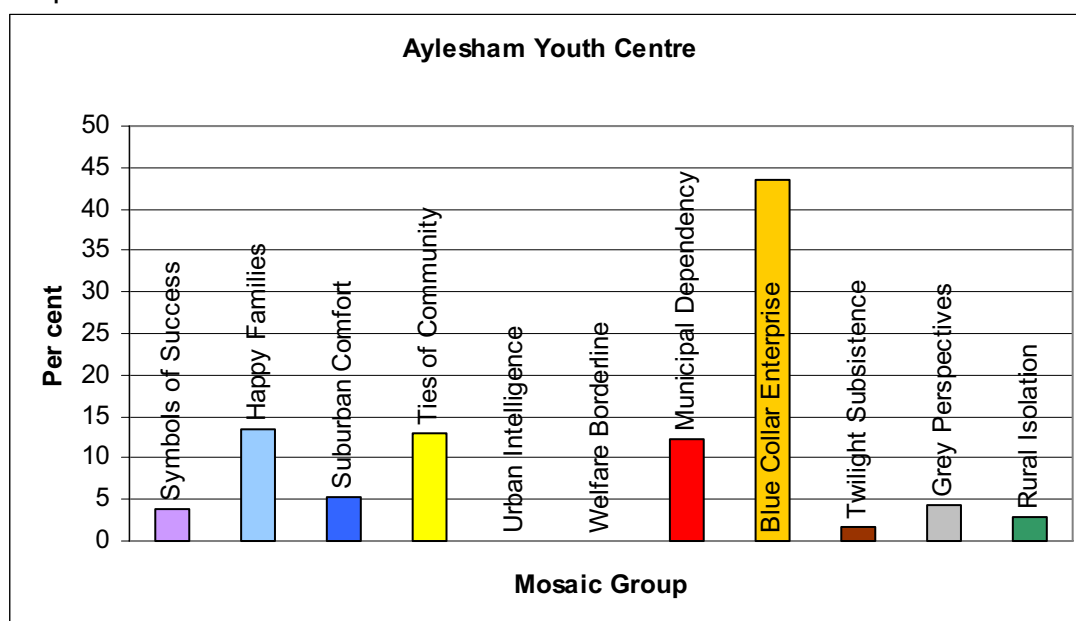
People belonging to this type show a slightly higher than average interest in competitions, pop music and cookery and a lower than average interest in cycling, skiing and snowboarding. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive		Unreceptive	
✓	Telephone advice lines	✗	Posters
✓	Right-of-centre press	✗	Telemarketing
		✗	TV

### Aylesham Youth Centre – A Mosaic Analysis

Map 2 shows the five minutes drive time polygon surrounding Aylesham Youth Centre, along with the Mosaic groups falling within this area. Each postcode within the catchment area surrounding Aylesham Youth Centre has been assigned a Mosaic group and type and this has been built up to give a profile of the people living within this area. The profile is summarised below in Graph 1 and shows which groups are most prevalent within the area.

Graph 1



Of the estimated 4,386<sup>2</sup> people living within a five minute drive time of Aylesham Youth Centre, the largest proportion, making up nearly 44%, are classified as belonging to the Blue Collar Enterprise group. These postcodes, marked on the map in orange, are located in a cluster, to the west of the youth centre. The Happy Families, Ties of Community and Municipal Dependency groups also make up large proportions of the postcodes within the catchment

<sup>2</sup> 2007 population estimate.

area. These postcodes, marked in light blue, yellow and red respectively, can also be found in clusters to the west of the youth centre.

The next section of the report describes the Mosaic groups and types that are most prominent within the catchment area in more detail.

## Blue Collar Enterprise

Mosaic states that this group is comprised of people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. People in this group have seen their lives improve in recent years with growing levels of car ownership enabling them to engage in a wider variety of employment opportunities with higher wages, thus perpetuating the trend of upward social and economic mobility. Further analysis reveals the top type to be H44: Rustbelt Resilience, accounting for over 24% of the total.

### Type H44

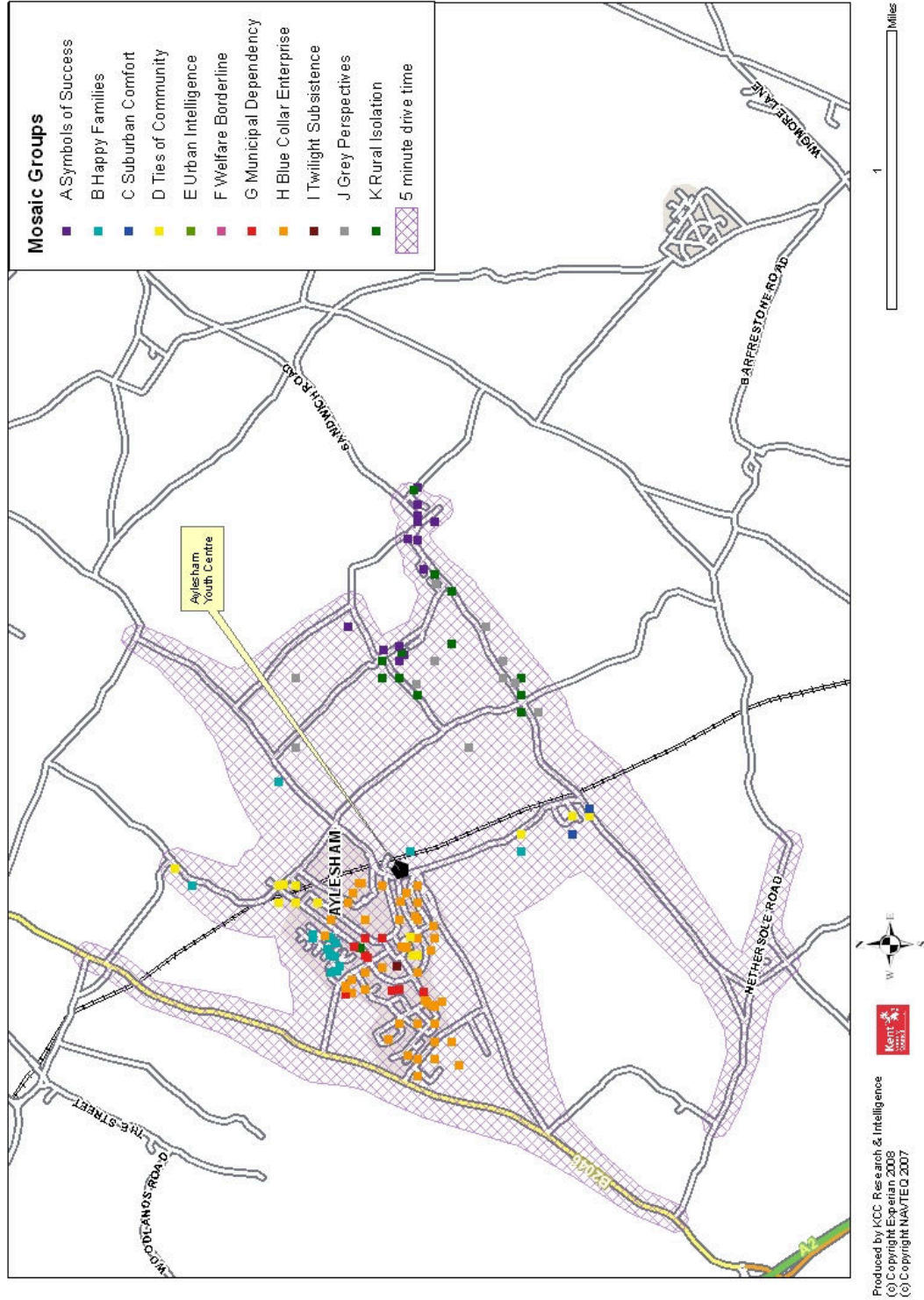
Type H44 neighbourhoods mostly occur in small industrial towns where in the past mining was the mainstay of the local economy. These neighbourhoods are ones where manufacturing industry continues to be the major source of employment albeit mostly in low paid routine assembly work rather than in jobs requiring craft skills.

Traditionally these are communities in which the men knew they would work in the mine, and the women would be maintaining the home and family life. There was therefore little focus on high educational achievement. Consequently, many people have few if any qualifications and those who managed to go on to higher education are a rarity. Although times have now changed, it is difficult for the adults in these areas to support and encourage their children through their education. Therefore, despite the need today for at least basic qualifications to impress a prospective employer, many children still leave school without sufficiently attaining good GCSEs. It is not surprising that in these relatively closed communities, many of which have no local access to higher education, the Widening Participation initiative may be struggling.

Many people living in these areas do not subscribe to a healthy lifestyle. Diet is poor, and many people smoke. Leisure time is more likely to be spent



Map 2: Map showing the Mosaic groups falling within a five minute drive time polygon surrounding Aylesham Youth Centre



drinking in the working men’s clubs that still survive rather than on taking physical exercise. Teenage pregnancy rates are significantly above the national average.

Type H44 generally believes that, whilst the neighbourhood is not a particularly pleasant place in which to live, it could be worse, and fear of crime is no greater than is experienced across the country. Crime rates themselves are marginally above average, but nowhere near as bad as in other areas of poverty. Adults’ perceptions of ‘teenagers hanging around’ causing problems in the area is only slightly above the national average, but perceptions of people using and dealing drugs as a very big problem in these neighbourhoods is significantly above the national average.

People belonging to this type show a higher than average interest in crosswords and puzzles and bingo and a significantly lower than average interest in computing, cookery and fine arts. People belonging to this type are receptive and unreceptive to the following communication techniques:

Receptive		Unreceptive	
✓	TV	✗	Internet
✓	Red top newspapers	✗	Broadsheet newspapers
		✗	Telephone

### Happy Families

Type B13: Burdened Optimists make up the largest proportion of this type and account for nearly 12% of postcodes in the catchment area. See previous section for type discussion.

### Ties of Community

Type D23: Industrial Grit make up the largest proportion of this type and account for nearly 10% of postcodes in the catchment area.

### Type D23

Type D23 Industrial Grit contains owners of comfortable but unpretentious late Victorian and Edwardian terraced housing, often with interesting detailing, typically offering a bay window and small front garden. Such people live in communities that for generations have relied on mines and manufacturing plants for their employment.

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These are self sufficient, family oriented people. Many were not brought up in a culture where education was seen as a prerequisite for a successful career. Instead, an early marriage, an industrial apprenticeship, and a mortgage on an older but nevertheless spacious house set the framework for their lifestyle. In these households both men and women, and quite often grown up children too, will be working locally in adequately paid factory jobs, whether as supervisors, skilled craftsmen or routine assembly operators.

These are not areas of high academic attainment. Compared with the average, most adults in Type D23 areas will have left school with few, if any, qualifications. Their children, following the home influence, fare little better. Constantly behind their peers throughout their education, albeit not by much, it is likely that many will fail to achieve 5 or more GCSE passes. However, the fact that they don't lag too far behind means that a significant number will obtain a number of GCSE's at lower grades. It is not surprising that university admission rates are low.

People belonging to this type show little conscious regard for health. Healthy foods are relatively uncommon; instead there is a tendency towards the unhealthy, including excessive alcohol consumption. Many of these people are also likely to be heavy smokers, although they do take at least a moderate amount of exercise through their leisure activities. Teenage pregnancy rates are only slightly above the national average.

People belonging to Type D23 view their neighbourhoods as acceptable places to live, despite some problems with teenagers and with drug dealing. Fear of crime reflects the national norm, whilst property-related crime is slightly above average. Adults' perceptions of 'teenagers hanging around' causing problems in the area is very slightly above the national average.

These people show close to average behavioural trends with regard to how they spend their spare time. Few recreational activities are particularly strongly over or under represented amongst this group. There is a slightly higher than average interest in fashion clothing and competitions and a lower than average interest in cookery and sewing. People belonging to this type are receptive and unreceptive to the following communication techniques:

	<b>Receptive</b>		<b>Unreceptive</b>
✓	Tabloid Press	✗	Internet
		✗	Telephone advice lines
		✗	Direct mail

## **Municipal Dependency**

Mosaic describes this group as containing families on lower incomes who live on municipal council estates where few of the tenants have exercised their right to buy. Figures show that families from this group have rates of one parent households that are well over the national average, and live in areas characterised by high levels of unemployment. Further analysis of this group

at type level reveals that Type G41: Families on Benefits dominates, making up 6.2% of the total profile.

## Type G41

Type G41 contains large numbers of young families on very low incomes who live in extensive areas of low rise public housing on the outskirts of towns and cities where few people have exercised their right to buy.

Educational achievement amongst the adults in Type G41 is low, with two thirds not having achieved 5 or more grades A to C at 'O' level or GCSE. This is reflected by their children, who perform very poorly throughout their schooling. Most are highly unlikely to leave school with even basic qualifications, and very few will go on to either college or university. These children are not particularly likely to suffer the difficulties associated with language differences between school and home; however, poverty ensures that many qualify for free school meals, and a significant proportion have Special Educational Needs. Extra educational support may therefore be particularly important for children and young people belonging to these neighbourhoods.



This group demonstrates low levels of health as a result of a poor diet and little exercise. Rather free time is spent watching TV; this group comprises the heaviest viewers. Mosaic describes this group as one of low horizons as well as low income, feeling separated from wealthier groups and the lives of people seen on TV. The teenage pregnancy rate is over four times the national average.

Neighbourhoods may be subject to high levels of vandalism and anti-social behaviour and there is a high incidence of residents reported to live in fear of violence. Teenagers 'hanging around' is noted by residents as a significant problem in these areas, however, it is not reported as one of the biggest problems, reflecting the myriad social problems of these neighbourhoods. People using and dealing drugs is considered a very big problem by residents of these areas, perhaps suggesting an increased need for drug awareness education for young people who may find themselves growing up in a culture where risky activity is common place.

People belonging to this type show a higher than average interest in computer games, pop music and bingo and a significantly lower than average interest in the theatre and the arts and country pursuits. People belonging to this type are receptive and unreceptive to the following communication techniques:

<b>Receptive</b>		<b>Unreceptive</b>	
✓	TV	✗	Newspapers
✓	Telemarketing	✗	Magazines
✓	Posters		
✓	Direct mail		

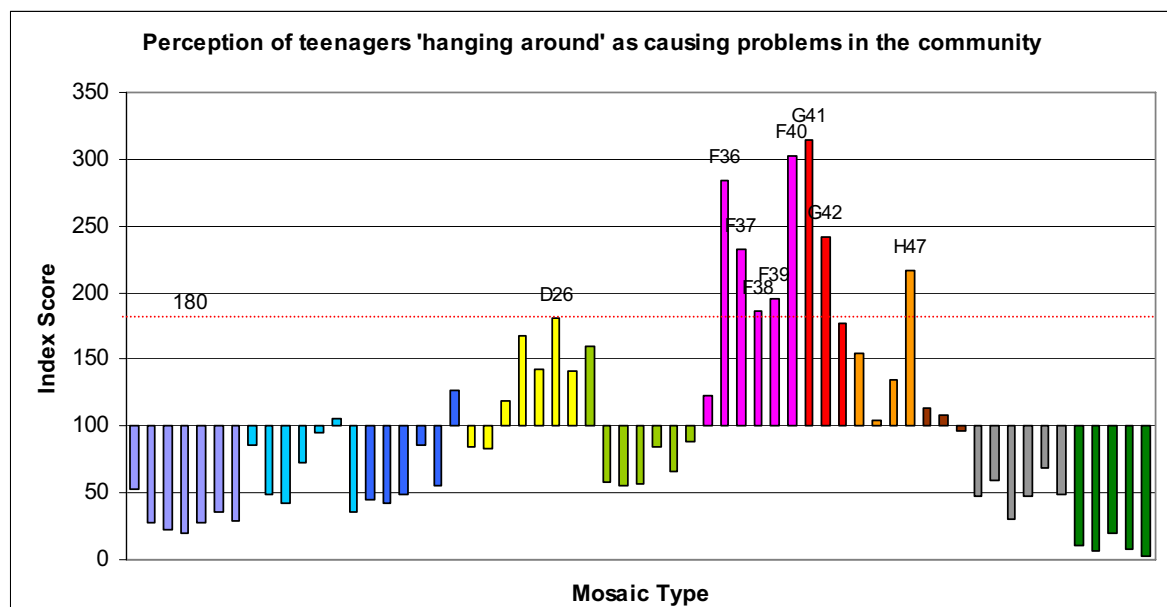
## Using Mosaic to evaluate whether youth centres are suitably located

The next section of the report uses Mosaic's wealth of supplementary data to evaluate whether the youth centres in Kent are located to best support the communities that are most likely to require the services they provide.

One aspect of the data used by Mosaic to build up a rich picture of the behavioural and lifestyle characteristics of each group and type involves peoples' views on the area in which they live. One strand of this data reflects the extent to which teenagers 'hanging around' is seen as a problem in the neighbourhood. It should be noted that although this indicator is likely to reflect the numbers of children 'hanging around', it remains an indicator based on perception and therefore may vary depending on the social attitudes of the local people making the judgement. The information has been quantified by assigning each Mosaic type an index score reflecting how under or over represented the type is likely to be with regard to that variable when compared with the UK average. An index of around 100 is close to average for the UK. An index of over 100 suggests the type is over represented and fewer than 100 means that teenagers 'hanging around' are less likely to cause problems in that neighbourhood than is average for the UK.

Chart 3 shows the extent to which each Mosaic type view 'teenagers hanging around' to be a problem facing their local area. The types most likely to view teenagers 'hanging around' as a problem in their local area have been identified as those with an index score of 180 or above.

Chart 3



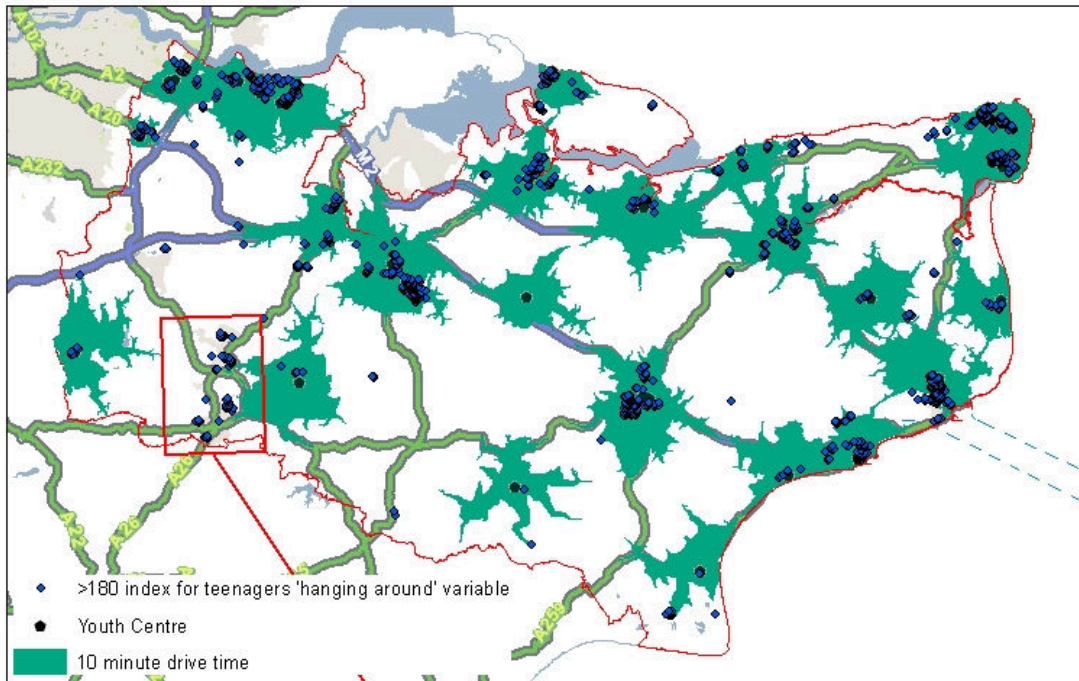
Nine Mosaic types, all with an index score of 180 or above with regard to teenagers 'hanging around' as a problem in their local area, have been isolated and marked on Map 3. Map 3 shows postcode points classified as belonging to one of these nine types throughout Kent, along with their

proximity to a youth centre. A 10 minute drive time polygon has been drawn around each youth centre to indicate a reasonable travelling distance to a centre. Map 3 highlights an area in West Kent where identified vulnerable communities do not appear to be well served by youth centre placement.

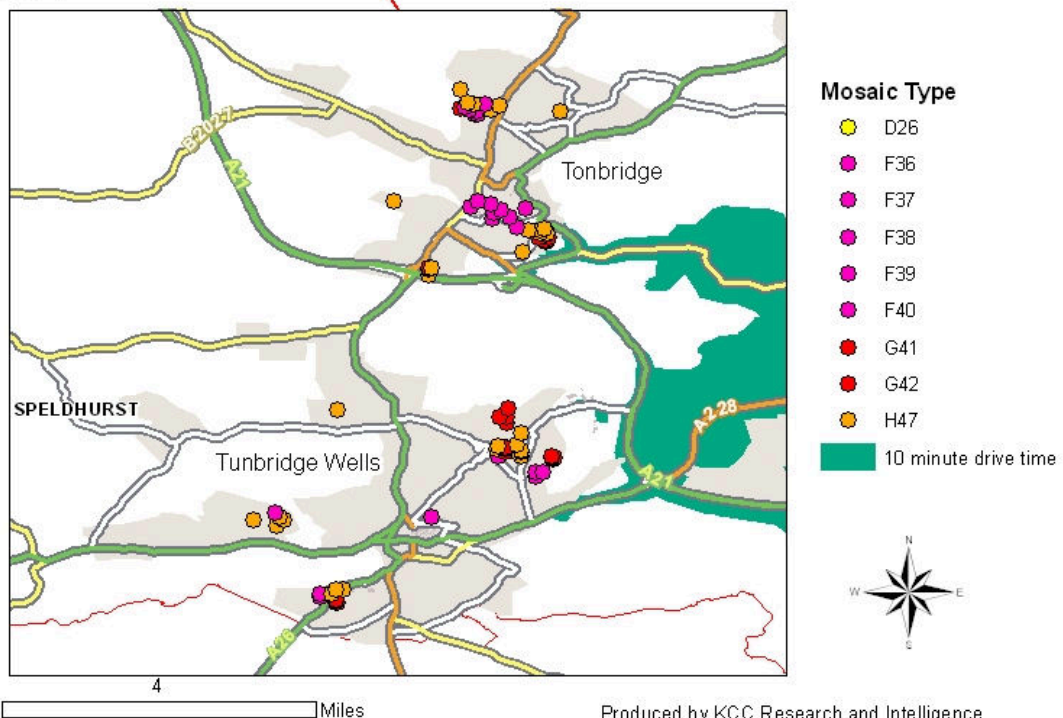
Map 4 focuses on this area and shows extensive areas in Tonbridge and Tunbridge Wells of postcodes classified as containing Mosaic types where teenagers 'hanging around' is likely to be a problem in the neighbourhood, and yet there does not appear to be a youth centre facility in close proximity to help combat this issue.

Maps showing postcode points classified as belonging to Mosaic types with a high likelihood of teenagers 'hanging around' as being a problem in the area.

Map 3



Map 4



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## **Summary**

The first part of this report has considered the Mosaic profiles within a five minute drive time catchment area surrounding two youth centres in Kent: Ashford North Youth Centre and Aylesham Youth Centre. Details relevant to the lives of the children and young people belonging to the most prominent groups living in neighbourhoods falling within the catchment area are then discussed.

The Ashford North Youth Centre shows a broadly more affluent Mosaic profile when compared with that for Aylesham Youth Centre, although the detailed Mosaic lifestyle information shows that young people living in both areas are likely to face a range of social problems.

By analysing the differing socio demographic aspects of the young people living in the neighbourhoods surrounding two youth centres in Kent, we are able to assess more accurately the requirements of specific groups of young people who are most likely to attend the centre. This information can be used to inform youth workers and staff of the youth centres on which areas the young people attending their centre may require most support.

The second part of the report looks at the suitability of youth centre placement throughout Kent with relation to Mosaic's variable reflecting teenagers 'hanging around' as a problem in the community. This mapping exercise highlights areas in Tonbridge and Tunbridge Wells which may not be adequately served with regards to youth centre facilities.

## **Summary of Mosaic Groups Classification**

The information contained within this report is taken from a number of data sources including the census, electoral register, land registry and Pupil Level Annual School Census. Other information comes from the British Crime Survey, MORI's Financial Services survey and surveys undertaken by market research companies.

The combination of data sources provides a wealth of statistical information showing the differences between the Mosaic Groups. Not every household in the UK will match one of the groups exactly but they will exhibit degrees of proximity to the Mosaic groups. The Mosaic groups focus on the statistical bias of a particular type of neighbourhood using demographics which are more numerous there than elsewhere in the country and which give the neighbourhood its distinctive character.

### **A Symbols of Success**

*People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.*

Symbols of Success is the most affluent group. Children tend to enjoy stable household arrangements and benefit from active and exotic leisure pursuits. High attainment at Key Stage 1 leads to success at all school and university stages.

### **B Happy Families**

*Families with focus on career and home, mostly younger age groups who are now raising children.*

Mostly young couples married, or in permanent relationships raising pre-school and school age children in purpose built, modern family housing. Leisure pursuits are centred round the family and include active sports. Children tend to attain satisfactory rather than outstanding educational success performing marginally above the national average.

### **C Suburban Comfort**

*Families successfully established in comfortable, mature homes. Children are growing up and finances are easier.*

Suburban Comfort tend to be families who are successfully established in comfortable mature homes and therefore children are likely to be older, at secondary school or university age. Children in this group perform well above the national average and a significant proportion will attend foundation schools.

### **D Ties of Community**

*People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes.*

The educational attainment of this group is relatively low. Performance at the higher Key Stage levels is well below average. A significant number of children have refugee status and English will not be the language spoken at home. Subsequently, there is higher than average uptake of free school meals.

### **E Urban Intelligence**

*Young, single and mostly well-educated, many are young professionals and full time students cosmopolitan in tastes and liberal in attitudes.*

Very few children live in these areas. Those that are resident, generally attain well at school, but can vary throughout a child's education. This group demonstrates a high level of school pupils with refugee status, and for whom English is not the first language at home.

### **F Welfare Borderline**

*People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits.*

There is a lack of stability in many family formations which can undermine social networks and leads to high levels of anti-social behaviour amongst local children. Poor achievers throughout their education, many fail to reach satisfactory grades at each of the Key Stages. Within this group there are many with refugee status. Low income levels mean that qualification for school meals is high.

### **G Municipal Dependency**

*Low income families living in estate based social housing.*

The culture is one of low horizons rather than low incomes. Many people feel cut off, both physically and socially due to the size and location of these estates, people can feel isolated from communal areas such as shops and work places. They also watch lots of T.V. and see lifestyles and opportunities advertised which are not open to them. Children in this group attain the lowest educational attainment of all Mosaic groups. There are also a high proportion of children with special needs.

### **H Blue Collar Enterprise**

*Upwardly mobile families living in homes bought from social landlords.*

This group comprises of people who though not well-educated are practical and enterprising. Tastes are mass market with a focus on providing comfort for family members. Children's educational attainment is below the national average but out performs the performance of children from the groups Municipal Dependency and Welfare Borderline. Many fail to reach the levels needed to progress to higher to further and higher education.

### **I Twilight Subsistence**

*Elderly people subsisting on meagre income in council accommodation.*

Few children live in these areas and of those that do, achieve only modest educational success, very few go on to higher education. This tends to be a poor group where most people spend money on the basic necessities of life.

### **J Grey Perspectives**

*Independent pensioners living in their own homes who are relatively active in their lifestyles.*

Chiefly consisting of pensioners, the number of children in these areas at country level is very low. Children within this group tend to be amongst the higher achievers throughout their school life. It is therefore surprising that the proportion of children going to university is only marginally above the national average.

## **K Rural Isolation**

*People living in rural areas where country life has not been influenced by urban consumption patterns.*

Within this group there are different income and education attainment levels but all share an attachment to the local community. Remoteness itself is not necessarily a barrier as many families have access to at least one car. The main concern for young couples who would normally be happy to raise their children in these areas is a worry about the lack of facilities and social networks for their children. This is perhaps reflected in the high numbers of children going to university, realising that in order to further their education and ultimately a career, they must leave these remote areas.

For more information on the Mosaic classification system visit

[www.business-strategies.co.uk/upload/pdfs\\_nov07/mosaic\\_public\\_sector\\_factsheet\\_oct07.pdf](http://www.business-strategies.co.uk/upload/pdfs_nov07/mosaic_public_sector_factsheet_oct07.pdf)

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