

North Lanarkshire Council Report

Youth, Equalities and Empowerment Committee

approval noting

Ref /LF/KT

Date 17/12/2018

National Year of Young People 2018 — Progress Report

From Head of Communities

Email mcmurrichl@northlan.gov.uk **Telephone** 01236 812338

Executive Summary

This report provides an update on progress within North Lanarkshire of the National Year of Young People (YOYP) 2018 from October to December 2018.

Recommendations

It is recommended that the Committee:

- (i) note the progress to date in relation to YOYP activity; and
- (ii) consider how the legacy of YOYP will be realised.

Supporting Documents

Council Plan to 2020

Year of Young People, and the programme in North Lanarkshire plan to 2020 will be arranged in line with the following Council Plan priorities:-

- support all children to realise their full potential;
- improve relationships with communities and the third sector.

North Lanarkshire's Strategy for Working with Young People 2014–2018.

Appendix 1

National Year of Young People (November – December 2018) Update

Appendix 2

National Year of Young People 2018 – Progress on Outcomes (1 January 2018 – 31st December 2018)

1. Background

- 1.1 Following on from the previous committee reports presented at the Youth, Equalities and Communities Sub Committee and Education Committee, young people and staff members have been working to ensure that YOYP is promoted and celebrated, throughout 2018, across North Lanarkshire and in partnership with key stakeholders.
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2. Report

- 2.1 This section of the report outlines progress made in a number of areas of the Year of Young People Programme.

2.1.1 Communication

The Year of Young People information is being uploaded to a dedicated section within North Lanarkshire Young Scot pages <https://www.youngscot.org/nl-yoyp/>. Information is also available on North Lanarkshire Council's website. Particular efforts have been made to increase social media activity, resulting in an increase across the board of engagement through this medium (See Appendix 2). This has been particularly successful via the Twitter platform. Video highlight packages are being produced on a monthly basis to capture the wide range of activity that has been underway. Communication via email distribution lists is also ongoing with schools, partners and key stakeholders.

2.1.2 North Lanarkshire Council Programme of Events

Following on from the request, via the corporate management team, to each council department to consider their programme of events and ensuring a lasting legacy, officers and YOYP ambassadors have been consulting on youth priorities, in order to develop a range of challenge proposals which could include a 'corporate challenge' requesting each department to make an impact on YOYP priorities and outcomes, with particular focus on the legacy of that activity. This piece of work is being developed in partnership with young people.

2.1.3 Activity Report - November and December 2018

The programme of activity is outlined in Appendix 1 of this report.

3. Equality and Diversity

3.1 Fairer Scotland

With the focus of YOYP on offering opportunities for young people, celebrating their achievements, and recognising contributions, the YOYP initiative ensures a strong start for all young people. The programme of activities and related initiatives is co-produced with young people ensuring their voices are heard.

3.1.1 In June, a Partnership Agreement was launched between the North Lanarkshire Children's Services Partnership and children and young people in North Lanarkshire, detailing how they will work together, to further develop participation of children and young people. Importantly, this agreement acknowledges the need for children and young people's voices to be heard, particularly in relation to service planning. This followed a series of engagement and participation workshops involving representatives from both parties.

3.1.2 There is no cost attached to any YOYP related activities, and staff members are able to consider barriers to participation during planning and programming, and will address these issues. Activities are promoted widely, via a variety of means, in order to reach out to all young people.

3.2 Equality Impact Assessment

3.2.1 A number of YOYP related activities have focussed on equality issues, and we have a strong representation in our YOYP Youth Ambassador team from young people with a variety of backgrounds and experiences including LGBT, young carers, care-experienced young people, young people with disabilities and BME young people. Equalities and discrimination is one of the 6 themes of YOYP. Activities are designed to be accessible for all.

4. Implications

4.1 Financial Impact

The initiative has been, in the main, supported from existing budgets. There were additional funding opportunities attached to the YOYP. Education, Youth and Communities and young people have been successful in attracting further funding for specific themed pieces of work.

4.2 HR/Policy/Legislative Impact

There are no HR/Policy/Legislation impacts.

4.3 Environmental Impact

No impacts identified at present.

4.4 Risk Impact

There are no significant risks envisaged.

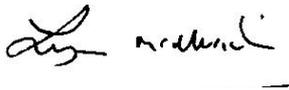
5. Measures of success

5.1 A range of evaluation measures were developed and are being used to determine success including targets set to achieve increases in the numbers of the following:-

- young people in volunteering;
- young people engaged in YOYP activities;
- level of partner engagement;
- external funding gained;
- engagement on social media; and
- very hard to reach young people involved.

The creation of pockets of sustainable legacy in local projects will also be a key expectation of the programme.

5.1.1 Progress updates on the above can be found in appendix 2.



Lizanne McMurrich
Head of Communities

National Year of Young People (November - December 2018) Update

Youth Participation Events - Highlights

Legacy Conference

The conference included workshops on YOYP Legacy planning, with ideas generated by young people and priorities developed.

Band Night

The YOYP ambassador group secured funding for this event in partnership with North Lanarkshire Youth Council. The Band Night welcomed over 200 young people through the doors of the @ home youth centre to enjoy performances by local young bands and musicians.

Bellshill Finnish exchange

A group of Finnish youth workers visited Bellshill Academy's S3/S4 year group to share ideas and practice.

Bellshill YOYP Residential

Bellshill's YOYP group went on a residential to the PGL Dalguise Centre to plan for their end of year event, which subsequently took place in December, in Bellshill Cultural Centre, to celebrate the achievements of the young people throughout the area.

Wishaw and Shotts World War One Film

This exciting film project involved the four high schools in the Wishaw and Shotts locality, supported by the CLD youth work team, in the making of a film about the heroic William Angus VC.

Cumbernauld Hub Reunion

A reunion, for all hub attendees over the past 9 years, took place in Cumbernauld to celebrate YOYP.

National Youth Work Week 2018

National Youth Work Week programmes were held across North Lanarkshire.

YOYP Fireworks – Strathclyde Park

YOYP was showcased locally at the Strathclyde Park Fireworks Display. One young volunteer was welcomed on stage by the Clyde 1 presenters in recognition of his 500 hours of volunteering.

DofE Presentations

Young people from across North Lanarkshire showcased their work to gain their Duke of Edinburgh Award.

Motherwell Celebration of Learning

This event not only showcased the work young people have been doing all year, but saw them receive certificates in recognition of their many achievements.

Motherwell Youth Voice Residential

Motherwell Youth Voice undertook a residential to not only develop their skills (including mental health training), but also to work on events and improve teamwork within the group.

Celebration of Learning Awards 2018

At the annual awards night to celebrate the achievements of learners, a number of Youth work projects were winners in several categories.

Personal Development Award in Youth Work

The development and delivery of this award has been a resounding success with young people taking part in all three sections. This award is a continuation of the first steps to youth work course, which is part of the ongoing commitment to training and supporting the next generation of youth work staff.

Provost's Reception

A very special civic reception hosted by Provost Jean Jones was held to mark YOYP and to celebrate the achievements of young people from across North Lanarkshire.

Youthlink Conference

Annual National conference for youth workers to share practice, ideas and to network.

YOYP Inverclyde Gathering

The Gathering was a National showcase event at which young people from Coatbridge Youth Action enjoyed an opportunity to present their work.

Young Scot Awards

An annual National event to celebrate young people, North Lanarkshire had over 200 young people attend from across the 6 localities, and celebrated two sets of finalists.

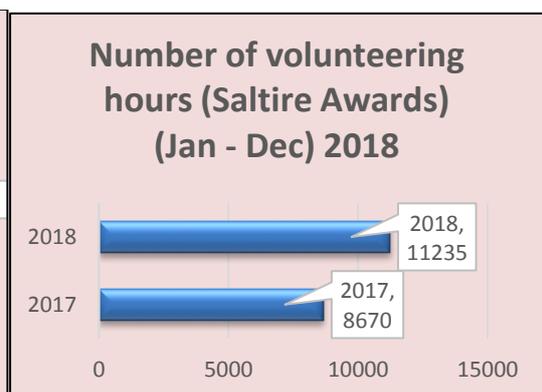
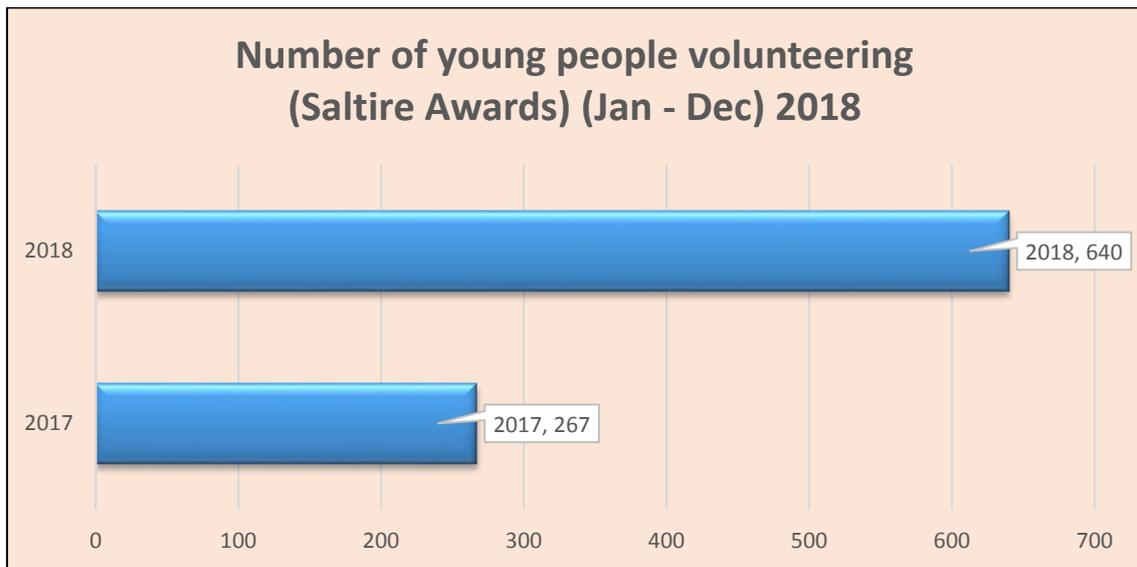
Coatbridge - Party on the Ice

A 'Time Capsule Take Over' night of fun and ice-skating which saw over 150 young people take part from across the locality and local voluntary organisations.

National Year of Young People - Progress on outcomes (1 January 2018 - 31st December 2018)

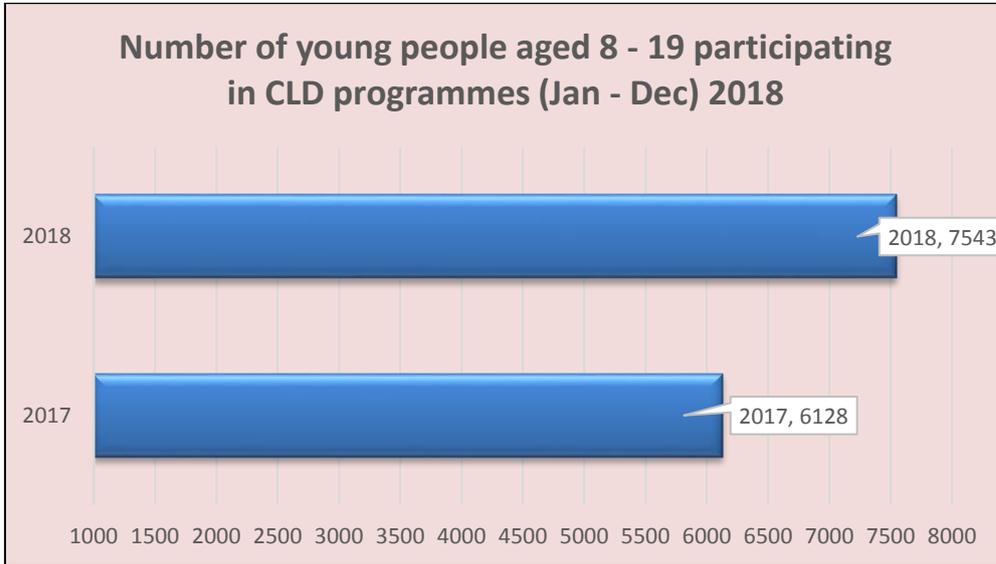
1. Young people volunteering

640 young volunteers registered for Saltire Awards. This was an increase of 140% on previous year. 689 Saltire award certificates were presented, an increase of 145% on previous year. A total of 11,235 volunteering hours were logged, an increase of 30% on previous year. In addition, volunteering activity also took place as part of Duke of Edinburgh Awards, as well as other youth accreditations and initiatives.

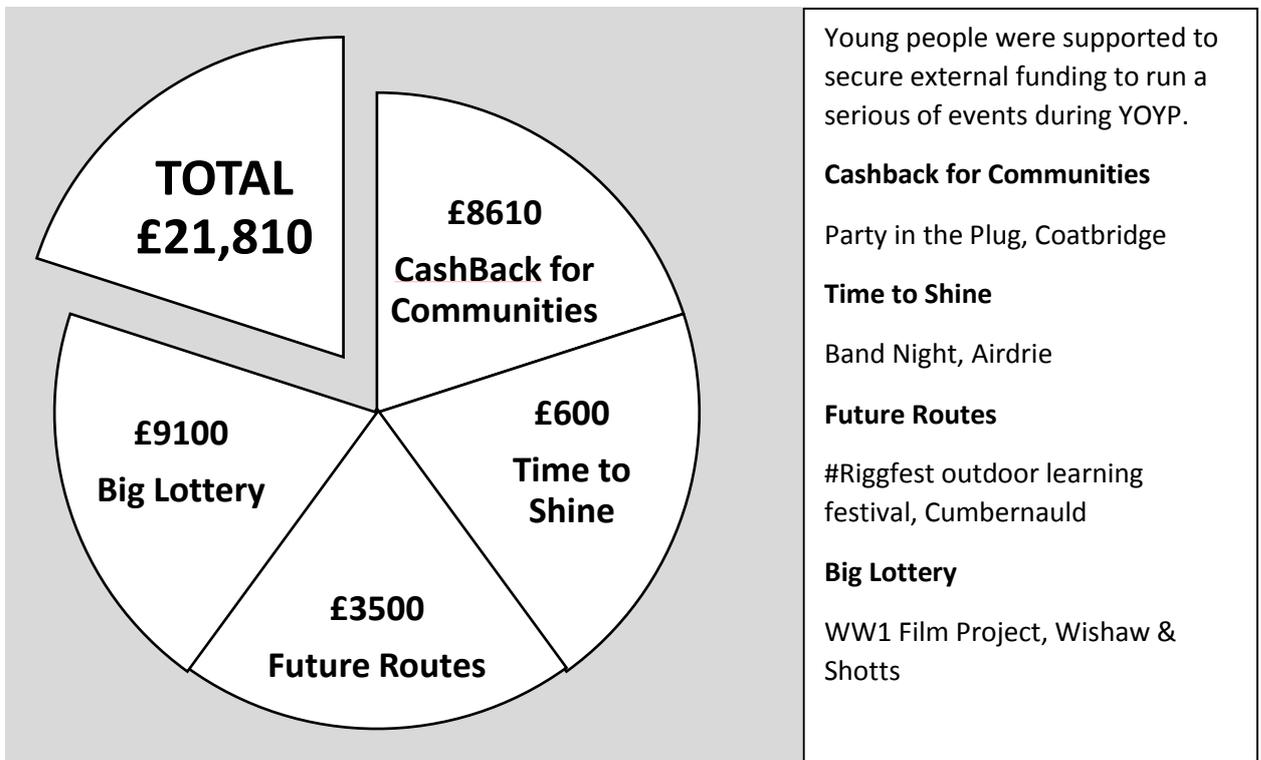


2. Young People Engaged in YOYP Activities

In terms of CLD youth work programmes (for young people aged 8-19 years) during 2018, 7543 young people participated, an increase of 23% on the previous year.



3. External funding gained



4. Engagement via Social Media

@NLCYouthwork Twitter account Year on Year Comparison

Measure @NLCYouthwork	2017	2018	% Increase
Tweets	324	1092	+237%
Tweet impressions	238,121	705,900	+196%
Profile visits	11,892	17,318	+46%
Mentions	584	1578	+170%
New followers	314	542	+73%
Top tweet impressions	28,300	56,040	+98%
Top mention impressions	2152	3683	+71%
Top media impressions	15,340	34,581	+125%

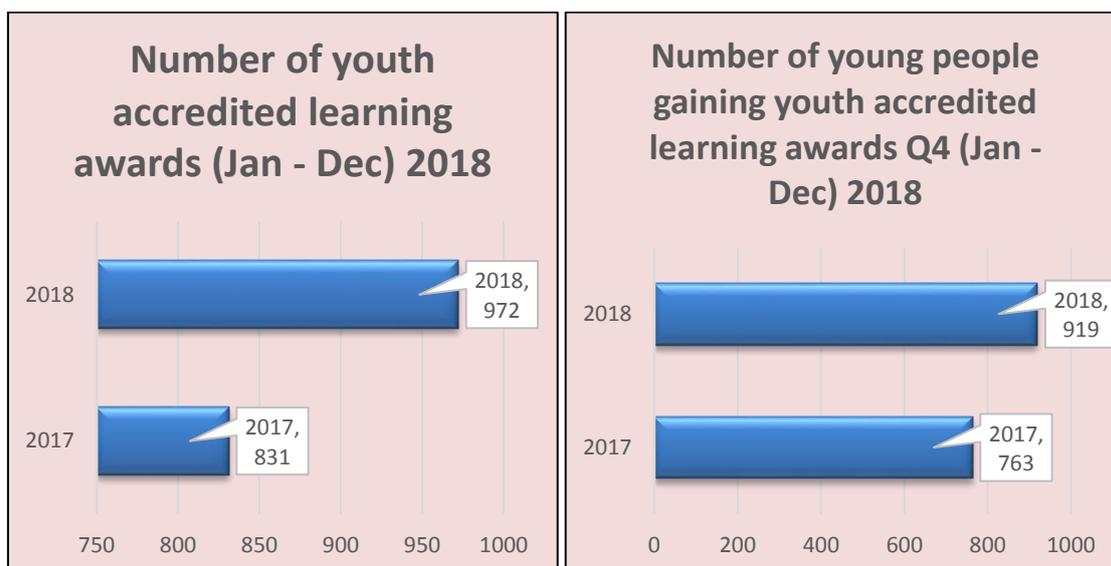
Engagement via social media improved month by month.

Benchmarked against the same period last year, **November 2018** (latest full stats available) show the following:

- 127 Tweets – a 202% increase on tweet activity.
- 725000 tweet impressions – up 310% from same period last year.
- 1735 profile visits
- 71 new followers
- Top tweet of the month gained 4041 impressions.

5. Youth Accreditation

972 youth accreditations were awarded, an increase on 17% on previous year. 919 young people gained youth accreditations, an increase of 20%. This measure includes Dynamic Youth Award, Youth Achievement Award, Hi5 award and the North Lanarkshire Challenge.



6. Duke of Edinburgh's Award

309 Duke of Edinburgh's awards were presented during 2018 notably, a higher number of gold awards than previously. Of these, 134 young people categorised themselves as being disadvantaged (under a variety of measures).

552 young people started their award during 2018, again with an increased intake at gold level.

7. Young Scot NEC cardholders (April – September 2018)

57,934 young people have a Young Scot card, 95% of the estimated population of 11-25 year olds in the area. This represents a 1% increase compared to September 2017

5806 cardholders utilised the Young Scot Rewards programme to engage with positive activities and offers (31% from SIMD 1 and 28% from SIMD 2).

8. Young Scot NEC Discounts in local Co-operative Stores

Young people made a total of 2138 transactions in 36 local Co-op stores during April –September 2018, saving a total of £1778 – an average saving of £0.81 per transaction.

9. Hard to Reach Young People

Approaches to involvement included:-

- inclusive programme of activities co-produced with young people ensuring their voices are heard;
- Partnership Agreement launched between the North Lanarkshire Children's Services Partnership & children and young people in North Lanarkshire, to further develop participation;
- barriers to participation addressed during planning and programming;
- activities promoted widely, via a variety of means, in order to reach out to all young people;
- invitation to participate targeted at hard to reach groups via partners;
- a number of YOYP related activities focused on equality issues;
- strong representation in our Youth Ambassador team from young people with a variety of backgrounds and experiences, including Care experienced, LGBT, Young Carers, BME, and young people with disabilities;
- activities designed to be accessible for all, and no charges for activities were made; and
- equality and discrimination was one of the 6 themes of YOYP.

10. Level of Partner Engagement

A range of partners were involved. YOYP offered the opportunity to develop new partnerships and expand existing partnerships. In particular, this happened across council departments, with local voluntary organisations. In addition young people and staff members embraced national and international opportunities.

11. Legacy

Consultation was undertaken with young people towards the end of 2018. This happened in the main at the Legacy conference and at the senior phase pupil conference.

All responses have now been collated. Work is now being undertaken to develop these into thematic actions. The most significant issues presented can be broadly grouped as follows:

- continuation and development of youth engagement and participation;
- mental health issues and services for young people;
- environment;
- leisure and culture (things to do); and
- jobs and training.