



## 2020 -21 Bromley Youth Council Mid-Year Report

**Title:** BYC Campaign Progress 2020 - 2021

**Date:** November 2020

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### 1. Reason for report

This report is to inform Members and Officers of the London Borough of Bromley on the mid-year progress of the 2020-21 Manifesto Campaign Objectives. The report will show progress made by Bromley Youth Council and its members in working on their campaign areas of Youth mental Health and Youth Domestic Abuse.

### 2. Introduction

Bromley Youth Council is a representative forum organised and supported by Bromley Council which enables young residents of the Borough to have a voice in local decision making and encourages young people to take part in campaigns and projects to address the issues that affect them.

The Youth Manifesto sets out the key priorities that have been identified through the online survey monkey and, in turn, that Bromley Youth Council members have committed to address during their term of office.

The Bromley Youth Council planned Annual Manifesto Event, due to take place in March 2020 was cancelled due to the national lock down in response to the global pandemic Covid-19. BYC responded by creating an online survey monkey consulting with young people digitally on issues affecting them. A total of 714 young people voted. The 2020 - 21 Youth Manifesto was launched in July 2020.

### 3. Manifesto Priorities

The Youth Council was directed, as a result of the Youth Manifesto Event online survey, to focus on the following key issues, to campaign and facilitate positive change for young people in Bromley:

- Primary campaign Area: Youth Mental Health
- Subsidiary/Secondary Campaign Area: Youth Domestic Abuse

A copy of the full campaign Plan is available at Appendix 1

## **4. Campaign Progress**

**4.1 Youth Mental Health:** The key area of concern for young people was Youth Mental Health and this has been identified as a campaign area for a second year. Youth Mental Health has been voted as a campaign area five times in the last 15 years. Particular areas of concern for young people included:

- Young people discussed issues about the lack of awareness and education around mental health in schools and other educational settings. Young people would like to be better informed around what mental health services are available to them and how to access them through education and local services.
- Young people feel there are not enough positive activities provided in Bromley to support young people with good mental health or to manage low level mental health issues and would like to see more.
- Young people would like to engage with stakeholders to discuss and shape local mental health services.
- Young people feel there is a gap in services and inconsistent approaches to delivering Youth Mental Health services to young people in Bromley. Young people would like to understand how mental health services are held to account.

### **4.1.1 To address the issues the Youth Council proposed to:**

- BYC to undertake a mapping exercise of what services are happening in schools and youth services. (Collate all the effective mental health projects/activities in schools)
- Promote good mental health in schools and youth services by encouraging a 'Bronze, Silver, Gold' award scheme for good models of positive mental health projects/activities)
- To champion all schools to sign up to the 360 Schools Community.
- To champion all schools, sign up to training 6<sup>th</sup> formers as Youth Mental Health First Aiders.
- To work in partnership with BYC, Bromley Youth Support Programme Youth Mental health first aiders & CCG to coproduce a Mental Health programme to provide a 'road show' taking Mental Health awareness to the streets using the mobile bus.
- To update & distribute BYC 'Survival Guide'.
- To support all BYC members to access Youth Mental health awareness training.

- To work with CCG to explore the possibility of a Bromley Youth Mental Health Forum.

#### **4.1.2 Outputs achieved to date:**

- 40 young people have worked on this campaign in a variety of ways; they have researched, undertaken training, spoken to their peers, designed the campaign plan and started to progress the work.
- 40 young people developed the campaign plans to consider how to involve schools and local youth projects in the campaign.
- 16 youth councillors have undertaken accredited online Young People and their Mental Health Training with Future Learn.
- 1 youth councillor met with Public health leads to discuss promoting healthy schools award and working in partnership to deliver a number of online events during national childrens's mental health Week 1-7 February 2020.
- 5 youth councillors developed a survey monkey to Map mental health services within LBB secondary schools.
- 43 youth councillors' have completed the online survey monkey consultation to date.
- 5 youth councillors' have reviewed BYC's recent publicity 'Survival Guide' for young people addressing basic mental health support and updated the content.
- 10 social media posts around positive mental health, increasing youth following.
- Youth Councillors have reposted on social media local and national services and information from Young Minds UK, Place2Be, Bromley Y, Bromley Children and Families Forum.
- Using social media, Youth Councillors are promoting their campaign work on YMH and engaging with secondary schools and LSEC.
- 15 young people have started planning a webex conference for schools in February 2021 in partnership with public Health.
- 15 youth councillors have reviewed 8 mobile apps to date supporting young people with mental health.
- Over 2,952 individual youth councillors' hours have been dedicated to this campaign to date.

#### **4.1.3 Outcomes achieved to date:**

- 40 youth councillors are more informed regarding the key issues around youth mental health in Bromley.
- 40 young people consulted in what services are provided by schools around mental health across the Bromley Borough.
- 25 youth councillors are more informed and feel confident discussing different types on mental health issues and solutions.
- 40 youth councillors have participated in the campaign to date and have increased their confidence in research skills, knowledge of wellbeing and the key issues affecting young people.
- All youth councillors have gained a greater understanding of their role as youth councillors and how they represent other young people within the public forum.
- All youth councillors have continued to improve their presentation skills and public speaking/ debating skills.
- 30 young people have developed skills, confidence and knowledge using digital technology to meet, plan and deliver their campaign.
- 25 young people gained awareness of the importance of working to deadlines and meeting commitments.
- 6 youth councillors raised this campaign at local and nation forums through the UK Youth Parliament and the London Youth Assembly.
- 25 youth councillors who worked on this campaign gain improved teamwork skills, alongside negotiation, feedback and timekeeping skills.
- 30 Young people are informed around what Mental Health is and the impacts on young people's lives
- 30 Young people will be more informed around locally services and initiatives promoting positive Mental Health and wellbeing.

**4.2.** Young people also identified **Youth Domestic Abuse** as a campaign area; this will now form one of the campaigns for the year. This is the second time Domestic Abuse has been voted in as a campaign. Particular areas of concern raised by young people included:

- Young people expressed that they would like more information on services available to them, their families, friends and education in their schools around domestic abuse and consequences.
- There was significant discussion about how abuse can be by family members and/or within a relationship and can be violent. Often young

people are oblivious to understanding what is happening to them and feel disempowered to put an end to it.

- Young people feel there is not many campaigns aimed at young people as the victim of a domestic abuse and are not aware of local services that can help them. Young people feel domestic abuse is on the increase.

#### **4.2.1 To address the issues the Youth Council proposed to:**

- Research available resources on the subject of Domestic Abuse and educate BYC members on the actions that are considered domestic abuse.
- Identify potential resources which are available that would be useful for Schools and Youth Groups in the borough to use to inform and educate other young people on the issue.
- Identify local and online sources of information, help and support for young people who are affected by Domestic Abuse.
- To provide direct education around the consequences of domestic abuse to young people.
- To develop a 6 month long social media campaign – providing weekly information posts every Friday about elements of Domestic abuse, which will build an informative information source for young people, using an “Instagram highlight”
- Research sponsoring Instagram posts to reach all young people in our age demographic in the Bromley borough.
- Our social media campaign will include viewing domestic abuse from the perspective of an abuser, a victim/survivor and that of a bystander.
- Offer local young people – via Schools and via social media – the opportunity to produce their own social media content to be featured in the social media weekly post campaign.

#### **4.2.2 Outputs achieved to date:**

- 40 youth councillors have worked on this campaign to date.
- 10 youth councillors researched how local boroughs offer information, advice and guidance to young people via local websites and social media and national schemes for DA.
- 18 youth councillors engaged in online training from Bromley and Croydon’s Women’s Aid on DA.

- 3 youth councillors designed a DA awareness t-shirt to be worn by youth councillors during the month of October to raise awareness within schools.
- 2 Youth Councillors developed a presentation on the DA campaign to use in school form time or PHSE lessons.
- 45 youth councillors all wore their purple t-shirts on 8<sup>th</sup> October to officially launch the DA campaign.
- 1 youth councillor researched local, national and global hash tags and selected the most used hash tag along with our BYC hash tag to use for the social media DA campaign.
- 8 youth councillors worked on a DA poster/post to launch the DA campaign 'Scars'.
- 6 youth councillors worked on a themed timetable to deliver weekly social media post under the DA umbrella affecting young people.
- 26 youth councillors met with Cllr Peter Fortune, Janet Bailey and David Dare to discuss their DA campaign.
- 4 youth councillors reviewed LBB's page on DA and gave feedback.
- 15 youth councillors researched key resources and emailed to school encouraging awareness and schools to actively engage with BYC social media campaign.
- 6 youth councillors had developed and posted over 16 posts and 20+ tweets, reaching over 1400 people.

#### **4.2.3 Outcomes achieved to date:**

- Youth councillors have increased their knowledge of the pressures that young people in Bromley are facing around youth Domestic Abuse.
- 25 youth councillors gained information on the services provided by Bromley LBB,
- 25 youth councillors are informed around different apps and Instagram pages raising awareness on DA for young people.
- Youth council have met with and discussed their DA campaign with schools, colleges, Bromley & Croydon Women's Aid, Bromley Children's project, Bromley Police Engagement Team, Encouraging her project and Public Health.
- 6 schools to date have engaged in BYC DA social media campaign and BYC have re posted or tweeted.

- Many Councillors and other services have reposted or re tweeted raising awareness.
- Bromley and Croydon women's Aid have provided excellent resources to use for social media post.
- BYC social media following has increased in the month of October to nearly 100 between Instagram and twitter.
- BYC have a 6-month planned social media post calendar.
- Instagram have affected our Instagram promotions by blocking any promotion of DA post to a wider audience citing it may influence elections.
- Youth Councillors researched excellent examples of DA Guidance for schools produced by Public health. BYC are in discussion with Public health to produce a Bromley version of this.

## **5. Next Steps**

Bromley Youth Council and its members will continue to progress the work on its campaign areas. The Youth Council aim to complete the work on both campaigns by the end of March 2021. Some areas of the campaign will naturally continue.

We will draw up an end of year report in March 2021 showing overall progress made on each campaign area and outcomes and output as well as the skills gained by Youth Councillors through participation in these campaigns.

The Youth Council plans to hold its annual Manifesto Event in March 2021, subject to the current pandemic and to funding. At this event the Youth Council will facilitate 3 workshops to delegates detailing the campaigns and their outcomes and looking at wider youth issues. This will hopefully help inform next year's campaign issues.

Bromley Youth Council will hold its Biennial Elections in January and February 2022. This will elect a new group of Youth Councillors to the Youth Council from secondary schools, colleges and Youth organisations across the borough.

Those young people whom have completed their two-year term of office have the opportunity to apply to extend that term of office on the grounds of 'extraordinary contribution'.

**Bromley Youth Council would like to thank all the Young People, Officers, Services and Members who have supported and helped the Youth Council in their 2020/2021 campaigns to date. We hope we can count on your continued support.**



**BYC Young people sponsored walk 2019 & Domestic Abuse zoom launch 2020.**



# Bromley Youth Council

## 2020/21 Campaigns Work Plan

### Appendix 1

#### BYC Campaign: Domestic Abuse

Domestic abuse as an incident or pattern of incidents of controlling, coercive, threatening, degrading and violent behaviour, including sexual violence, in the majority of cases by a partner or ex-partner, but also by a family member or carer. It is very common. In the vast majority of cases it is experienced by women and is perpetrated by men. Domestic abuse can include, but is not limited to, the following:

- Coercive control (a pattern of intimidation, degradation, isolation and control with the use or threat of physical or sexual violence)
- Psychological and/or emotional abuse
- Physical or sexual abuse
- Financial or economic abuse
- Harassment and stalking
- Online or digital abuse

•One in seven (14.2%) children and young people under the age of 18 will have lived with domestic violence at some point in their childhood

The purpose of our campaign is to raise awareness of domestic abuse as an issue. To develop peoples understanding of the issues and how they affect young people both as a member of a family where domestic abuse may be taking place and as a young person starting out on relationships and understanding what healthy relationships look like and how to achieve them.

Date	Action (What)	Outcome (Why)
	<ul style="list-style-type: none"> <li>• Research available resources on the subject of Domestic Abuse and educate BYC members on the actions that are considered domestic abuse.</li> <li>• Identify potential resources which are available that would be useful for Schools and Youth Groups in the borough to use to inform and educate other young people on the issue.</li> <li>• Identify local and online sources of information, help and support for young people who are affected by Domestic Abuse.</li> <li>• To provide direct education around the consequences of domestic abuse to young people.</li> </ul>	<p><b>5</b> To have a better understanding of the issue and actions that are involved.</p> <p><b>6</b> To widen young people of Bromley's information and knowledge on the subject.</p> <p><b>7</b> To share across services examples of what is working for young people.</p> <p><b>8</b> Young people will develop their planning and organisational skills</p> <p><b>9</b> Young people will increase their learning around DA</p> <p><b>10</b> Young people will be informed around what DA is and the impacts on young people's lives</p> <p><b>11</b> Young people will be more informed around locally services and initiatives in relation to DA.</p>

	<p><b>12</b> To develop a 6 month long social media campaign – providing weekly information posts every Friday about elements of Domestic abuse, which will build an informative information source for young people, using an “Instagram highlight”</p> <p><b>13</b> Research sponsoring Instagram posts to reach all young people in our age demographic in the Bromley borough.</p> <p><b>14</b> Our social media campaign will include viewing domestic abuse from the perspective of an abuser, a victim/survivor and that of a bystander.</p> <p><b>15</b> Offer local young people – via Schools and via social media – the opportunity to produce their own social media content to be featured in the social media weekly post campaign.</p>	<ul style="list-style-type: none"> <li>• Encouraging young people in Bromley to be involved in looking at the issues in the domestic abuse campaign and use their skills to design appropriate social media posts.</li> <li>• Young people will develop skills in producing content using different techniques – this could include drama, animation etc.</li> <li>• Young people will gain knowledge of sponsorship and advertising and marketing skills.</li> </ul>
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### BYC Campaign: Mental Health and Wellbeing

Mental health has long been an issue, but recently, the problems facing young people and their mental health have become increasingly evident. This was made clear to Bromley Youth Council by the large number of votes it received at this years survey monkey vote in lieu of our annual Manifesto event. We also believe that following a period of significant change following COVID 19 and a countrywide lockdown, the mental health and wellbeing of young people is more at risk.

10% of children and young people (aged 5-16 years) have a clinically diagnosable mental health problem, yet 70% of children and adolescents who experience mental health problems have not had appropriate interventions at a sufficiently early age, according to the Children’s Society. Additionally, half of all mental illnesses begin by the age of 14 and three-quarters by mid-20s, and as a result, it is more important than ever for work to be done to support young people. The purpose of this campaign is to raise awareness about the severity of this issue in schools in Bromley, making sure that schools and services in Bromley are doing as much as they can for their young people.

BYC supports Young Minds vision leading the fight for young people’s mental health. They are leading the fight for a future where ‘ all young minds are supported and empowered, whatever the challenges’. ‘3 children in every classroom have a mental health problem.’- Mind website. Mind are working to put young people at the heart of tackling the problem. Mind are currently leading on a ‘Wise Up to Wellbeing in Schools’ campaign. This calls on the Government to rebalance the education system so that the wellbeing of students is as important as academic achievement.

Date	Action (What)	Outcome (Why)
	<p><b>16</b> BYC to undertake a map of what services are happening in schools and youth services. (Collate all the effective mental health projects/activities in schools)</p> <p><b>17</b> Promote good mental health in schools and youth services by encouraging a ‘Bronze, Silver, Gold’ award scheme for good models of positive mental health projects/activities)</p> <p><b>18</b> To champion all schools to sign up to the 360 Schools Community.</p> <p><b>19</b> To champion all schools sign up to training 6<sup>th</sup> formers as Youth Mental Health First Aiders.</p>	<p><b>20</b> To have a better understanding of good work already being under taken.</p> <p><b>21</b> To reward those educational establishments leading on good practice.</p> <p><b>22</b> To share across services examples of what is working for young people.</p> <p><b>23</b> Young people will develop their planning and organisational skills</p> <p><b>24</b> Young people will increase their learning around MH</p>

		<p><b>25</b> Young people will be informed around what MH is and the impacts on young people's lives</p> <p><b>26</b> Young people will be more informed around locally services and initiatives promoting positive MH and wellbeing.</p>
	<p><b>27</b> To work in partnership with BYC, Bromley Youth Support Programme Youth Mental health first aiders &amp; CCG to coproduce a Mental Health programme to provide a 'road show' taking MH awareness to the streets.</p> <p><b>28</b> To use the mobile music bus and visit town centres/schools to promote positive MH.</p> <p><b>29</b> To distribute BYC 'Survival Guide'.</p>	<p><b>30</b> Young people will plan, deliver and evaluate a co production programme on Mental Health</p> <p><b>31</b> Young people will be empowered to work in partnership with local service.</p> <p><b>32</b> Young people will increase their confidence in talking to their peers about MH issues.</p> <p><b>33</b> Raising of awareness the wider community that this is an issue that matters to young people.</p> <p><b>34</b> Clear information on where to get help</p> <p><b>35</b> Raise awareness of campaign and issues nationally through British Youth Council and United Kingdom Youth Parliament</p>
	<p><b>36</b> To support BYC members (over 16 years old) to be trained as Youth Mental health First Aiders.</p> <p><b>37</b> To support all BYC members to access Youth Mental health awareness training.</p>	<p><b>38</b> .Young people to be trained as Youth MH first Aiders</p> <p><b>39</b> Develop young people's skills and knowledge on MH</p>
	<p><b>40</b> To meet with CCG and discuss how BYC can contribute to the trailblazer project and be part of the coproduction of improving MH services for young people in Bromley.</p> <p><b>41</b> To explore a Youth MH panel/youth forum lead by CCG</p>	<p><b>42</b> To work in partnership with local services on MH to raise awareness on key factors/findings around youth MH.</p> <p><b>43</b> To provide a platform for young people to influence key decisions.</p>