

Title: BYC Campaign Progress 2020 - 2021 Date: February 2021 Chairperson Jacob Eyers Contact Info: <u>BYC@bromley.gov.uk</u> Report produced by Members of Bromley Youth Council

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#### 1. Reason for report

This report is to inform Members and Officers of the London Borough of Bromley on the end of year progress of the 2020-21 Youth Council 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.

Bromley Youth Council currently have 58 youth councillors elected or co-opted from Bromley secondary schools, colleges and youth projects. We currently have elected youth councillors from 20 educational establishments from 32 Bromley schools and colleges. Bromley Youth Council host borough wide biennial youth elections. All educational establishments and local services working with young people are invited to participate. The next elections will take place in 2022.

The Youth Manifesto sets out the key priorities that have been identified through consultation with young people, this year via an online survey monkey which in turn, 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 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 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 they are not aware of 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 an inconsistent approach to delivering Youth Mental Health services to young people in Bromley. Young people would like to see services being held to account for not providing good mental health services.

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

- 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)
- 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 MH awareness to the streets.
- To use the mobile music bus and visit town centres/schools to promote positive MH.
- To update & distribute BYC 'Survival Guide'.
- To support all BYC members to access Youth Mental health awareness training.
- To work with CCG to develop a Bromley Youth Mental Health Forum.

#### 4.1.2 Outputs achieved to date:

- 40 young people have developed and worked on the 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 and how to engage schools and local youth projects.
- 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 Children's mental health Week 1-7 February 2021.
- 5 youth councillors developed a survey monkey to map young people's perceptions of 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 regarding positive mental health have been designed by young people 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 youth councillors have reviewed 8 mobile apps to date supporting young people with mental health.
- Over 3,252 individual youth councillors' hours have been dedicated to this campaign to date.
- 20 Youth Councillors met with Bromley Y to review their offer and services.
- 17 youth councillors met with Kooth to explore their offer for young people and to discuss a future project of MH Ambassadors.
- 4 youth councillors used the BYC social media platform to share and promote 14 posts covering signs, self help and tips to support good mental health during 'National Children's' Mental Health week 2021'. The BYC social media platform is managed by LBB officers.
- BYC members met with organisers from the AcSEED initiative, (a Registered Charity supporting emotional wellbeing in schools) to discuss adopting locally their award scheme for schools and educational establishments on Youth Mental Health. BYC will work with AcSEED and LBB to explore signing schools up post the Covid 19 lockdown. <u>http://www.acseed.org</u>
- 15 Youth councillors worked on a survey monkey to collate young people's views on Mental Health services in partnership with Public health. This has been extended due to lock down 3 impacting on schools' participation.
- BYC were offered access to the Mental health in schools Trailblazer. This is an NHS England Trailblazer Pilot project providing universal Mental Health Support to children in Bromley Schools.

#### 4.1.3 Outcomes achieved to date:

- 40 youth councillors are more informed regarding the key issues around youth mental health in Bromley and what school provide in regard to mental health.
- 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 have an increased 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. They have continued to improve their presentation skills, research 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 are informed around local services and initiatives promoting positive Mental Health and wellbeing.
- 20 youth councillors met with Bromley Y to discuss their service and current offer to young people locally.
- 18 youth councillors met with Kooth to review and offer feedback on their online services for youth mental health and explored partnership work.
- 15 youth councillors have worked on producing a digital copy of the 'BYC Survival guide' and updates.

**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 domestic abuser 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 about 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 and appropriate 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 Portfolio Holder Cllr Peter Fortune, Janet Bailey Director for Children's Services and David Dare Assistant Director 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 schools encouraging awareness and schools to actively engage with BYC social media campaign.

tweets, reaching over 10,500 young people in Bromley.				
Details:	Likes	People reached	Impressions (The number of times the post was on screen)	
1 <sup>st</sup> Instagram Post 11/09/20 (Launch DA Campaign)	30	203	258	
September posts x 6	165	1,240	1,473	

589

264

27

44

Tbc

October post x 10

November post x 6

December post x 2

January post x 4

February post x 6

5,512

10,767

232

553

Tbc

7,343

15,424

264

628

tbc

• 6 youth councillors had developed and posted over 34 posts and 20+ tweets, reaching over 10,500 young people in Bromley.

October was national Domestic Abuse awareness month and BYC paid for key post to be promoted on the screens of young people 11-19years old living within the borough of Bromley. Some posts were very successful and increased the 'likes' and number of people reached by 97%. It also increased followers on the BYC Instagram to 1,199 followers.

BYC members have been working hard to promote all campaigns and youth council work through social media platforms in a positive, responsible way. We have undertaken the promotion of posts as a trial to identify the difference this makes in young people's engagement.

Many of the DA posts were rejected by the social media companies at this time as they were deemed the following:- *'mention politicians or sensitive social issues that could influence public opinion, how people vote and may effect the outcome of* 

*an election*'. This was during the run up to the USA Presidential elections. This had a direct impact on BYC social media campaign on DA.

# 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 the London Borough of 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 Youth Engagement Team, the Encouraging Her Project (a small charity doing small scale workshops/events for young people experiencing DV) and Public Health.
- 6 schools to date have engaged in BYC DA campaign and BYC have re social media post have been reposted 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 met with Chief Inspector Craig Knight (Police) to discuss DA.
- BYC used social media to post over a 6-month period on DA.
- Instagram have blocked 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.
- BYC are developing a draft guidance for all LBB secondary schools, colleges and youth projects in partnership with healthy schools around Domestic Abuse.
- BYC reviewed LBB DVA strategy and had access to the head of early intervention and team working on the strategy.

- The Mayor of Bromley Cllr Gray attended a BYC Meeting to discuss DA.
- BYC emailed schools and other key establishments key resources around DA and promoted LBB web page.
- 25 youth councillors collated the results and reviewed the impact of the social media campaign.
- 3 out of 10 posts were paid premotions reaching over 15,500 young people and 19,561 impressions.

**4.3** Undoubtedly both BYC campaigns on Youth Mental Health and Domestic Abuse have been impacted in different ways, due to the three lock downs during the Covid 19 pandemic. Schools engagement, face to face workshops and events are primary ways for the youth council to engage, inform and campaign on topics and all these actions were prohibited under Covid.

Disappointingly the plans for students to undertake Mental Health training; for BYC to lead on road shows and for them to facilitate a one-day educational youth conference around youth mental health issues for young people in Bromley had to be cancelled in view of the current pandemic when schools were open to critical workers and vulnerable children and the wider audience would not be available. Progress opportunities are being kept under review for when easements take place.

BYC members recognised that young people's mental health and education were the priority during these uncertain times and explored alternative ways through social media to promote good mental health and safety around domestic abuse to young people in Bromley, with a view to undertaking some of these events in the future post Covid.

# 5. Make Your Mark Consultation

**5.1** BYC led on the annual UK Youth Parliament Make Your Mark online youth consultation in November 2020. All 32 educational establishments across Bromley were invited to take part. 28 schools and colleges supported young people to vote on national issues affecting them today. 4,802 young people across Bromley voted. Over 180,000 young people voted nationally.

**5.2** Young people voted for a local topic and a UK/Devolved topic. The top five would be debated and voted as a campaign in the House of Commons by Members of the Youth Parliament.

**5.3** 18% of young people voted for Domestic Violence as the top priority issue (lock down has meant that many people have been trapped in homes that are dangerous for them. Families, and especially young people have faced more violence in 2020) followed closely by 16% voting for access to training and jobs (because of Covid some jobs will change, others that exist now might not exist in

the future. All young people need the right to training opportunities to get jobs in the future) and in third place was Homelessness with 15% of votes.

**5.4** 26% of young people in Bromley voted for Free University; 22% voted for Support our Mental Health and 12% voted for Stop Plastic Pollution for a UK/Devolved topic.

**5.5** Make Your Mark usually selects the UK/Devolved topics Members of Youth Parliament debate in the House of Commons Chamber, where they also vote on the future campaigns. Due to the global pandemic, UKYP unable to hold this event. As a result, UKYP will take the Make Your Mark results to directly inform the forthcoming campaigns.

There will be 3 campaigns:

- Free University We should invest in the young people of today by providing free university. The alternative is that young people will suffer financial hardship and not reach their full potential. (Devolved topic)
- **Support Our Mental Health** More money should be given for young people's mental health. We should be offered mental health support in schools and ensure that teachers know about mental health. (Devolved topic)
- **Take Action** on the Climate Emergency: Stop Plastic Pollution If we do not take action now, it is predicted that waste plastics will outweigh fish in our oceans by 2050. Let's reduce single-use and non-essential plastics (UK wide topic)

UK Youth Parliament and BYC members are approaching a number of organisations who are already campaigning on the top 3 topics; with a view to establishing a partnership with them in 2021. As more details become available, we'll update you through the regular meetings and emails in the new year.

# 6. London Youth Assembly

#### 6.1 London Youth Assembly (LYA) Priorities for 2020/21

Bromley Youth Council elects annually a member and deputy member of the London Youth Assembly to discuss issues and take action on key issues affecting young Londoners today. it is imperative that young people's voices are counted, and they are given the opportunity for their thoughts to be reflected in the feedback that goes to each Policy team & the Mayor.

The priorities for LYA work in 2020/21 voted on by members of the London youth Assembly are as follows:

- The impact of COVID-19/lockdowns on the education & opportunities for young people in London, including those from disadvantaged groups young people in London, including those from disadvantaged groups;
- Mental Health and Wellbeing with a focus on the impact of COVID-19

**6.2** LYA members will also participate and support other key work with the GLA departments and The Mayor of London, including current action plans to reduce disproportionality in policing London's Black communities and the Mayor's Budget Consultation for 2021-2022.

The Mayor is proposing to allocate £485m revenue funding in the Greater London Authority's (GLA) core budget across the nine recovery missions, which are as follows:

- A New Deal for Young People
- A Green New Deal
- A Robust Safety Net
- High Streets for All
- Helping Londoners into Good Work
- Mental Health and Wellbeing
- Digital Access for All
- Healthy Food, Healthy Weight
- Building Strong Communities

#### 7. Note from BYC Chair.

In a year of great challenge for all, I am incredibly thankful for all the hard work that the Bromley Youth Councillors have done. Over the past year we have introduced a new cohort of youth councillors and worked hard on two fascinating yet challenging campaigns, all whilst learning together how to use zoom and how to work remotely from home. The two campaigns, mental health and domestic abuse, have become more and more prominent in the news over the time we have worked on them. I hope our campaigns make change across the borough, and I'm hoping through the power of technology and social media we can reach more young people than ever. I am very proud of what we have achieved in this difficult period for everyone, and I hope this is reflected through our end of year report for our 2020-2021 campaigns.

Jacob Eyers, the Chair of the Bromley Youth Council.

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 Domestic Abuse zoom launch 2020.



# Bromley Youth Council 2020/21 Campaigns Work Plan

#### **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> <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>	<ol> <li>To have a better understanding of the issue and actions that are involved.</li> <li>To widen young people of Bromley's information and knowledge on the subject.</li> <li>To share across services examples of what is working for young people.</li> <li>Young people will develop their planning and organisational skills</li> <li>Young people will increase their learning around DA</li> <li>Young people will be informed around what DA is and the impacts on young people's lives</li> <li>Young people will be more informed around locally services and initiatives in relation to DA.</li> </ol>

<ul> <li>15. 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"</li> <li>16. Research sponsoring Instagram posts to reach all young people in our age demographic in the Bromley borough.</li> <li>17. Our social media campaign will include viewing domestic abuse from the perspective of an abuser, a victim/survivor and that of a bystander.</li> <li>18. 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.</li> </ul>	<ul> <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)
Date	<ol> <li>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)</li> <li>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)</li> <li>To champion all schools to sign up to the 360 Schools Community.</li> <li>To champion all schools sign up to training 6<sup>th</sup> formers as Youth</li> </ol>	<ol> <li>23. To have a better understanding of good work already being under taken.</li> <li>24. To reward those educational establishments leading on good practice.</li> <li>25. To share across services examples of what is working for young people.</li> <li>26. Young people will develop their planning and organisational skills</li> <li>27. Young people will increase their learning around MH</li> </ol>
	Mental Health First Aiders.	

<ul> <li>programme to provide a 'road show' taking MH awareness to the streets.</li> <li>31. To use the mobile music bus and visit town centres/schools to promote positive MH.</li> <li>32. To distribute BYC 'Survival Guide'.</li> <li>39. To support BYC members (over 16 years old) to be trained as Youth</li> </ul>	<ul> <li>34. Young people will be empowered to work in partnership with local service.</li> <li>35. Young people will increase their confidence in talking to their peers about MH issues.</li> <li>36. Raising of awareness the wider community that this is an issue that matters to young people.</li> <li>37. Clear information on where to get help</li> <li>38. Raise awareness of campaign and issues nationally through British Youth Council and United Kingdom Youth Parliament</li> <li>41Young people to be trained as Youth MH first Aiders</li> </ul>
Mental health First Aiders. 40. To support all BYC members to access Youth Mental health awareness training.	42. Develop young people's skills and knowledge on MH
<ul> <li>43. 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.</li> <li>44. To explore a Youth MH panel/youth forum lead by CCG</li> </ul>	<ul><li>45. To work in partnership with local services on MH to raise awareness on key factors/findings around youth MH.</li><li>46. To provide a platform for young people to influence key decisions.</li></ul>