

Decision Maker: CHILDREN, EDUCATION AND FAMILIES PDS COMMITTEE

Date: Wednesday 20 March 2024

Decision Type: Non-Urgent Non-Executive Non-Key

Title: BROMLEY YOUTH COUNCIL ANNUAL REPORT

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Ward: All Wards

1. Reason for decision/report and options

- 1.1 The purpose of this report is to inform Members and Officers of the London Borough of Bromley of the progress of the 2023-24 Youth Council Manifesto Campaign Objectives. The report will show progress and achievements made by Bromley Youth Council and its members in working on their campaign areas of Drug Awareness and Youth Mental Health; Managing Stress and Anxiety.
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2. **RECOMMENDATION(S)**

- 2.1 Children, Education and Families Policy Development and Scrutiny Committee is asked to note and comment on the contents of this report and the progress made towards the actions identified in the Bromley Youth Council 2023/24 Campaigns Work Plan

Impact on Vulnerable Adults and Children

1. Summary of Impact: Summary of Impact: Bromley Youth Council aim to provide opportunities for vulnerable children to gain awareness and understanding of campaign issues and avenues of support through their work. Youth Council members proceed to share their learning with young people in their school councils and school communities and the information they produce is publicised and distributed to young people across the borough.

Transformation Policy

1. Policy Status: Existing Policy
2. Making Bromley Even Better Priority:
 - (1) For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.
 - (5) To manage our resources well, providing value for money, and efficient and effective services for Bromley's residents.

Financial

1. Cost of proposal: Not Applicable:
2. Ongoing costs: Recurring Cost Non-Recurring Cost Not Applicable: Further Details
3. Budget head/performance centre: Youth Support Programme R1102.
4. Total current budget for this head: £29,750
5. Source of funding: LBB and external grant funding

Personnel

1. Number of staff (current and additional): 2 representing 0.6FTE.
2. If from existing staff resources, number of staff hours: 0.6 Full Time Equivalent.

Legal

1. Legal Requirement: Statutory Requirement to consult with young people.
2. Call-in: Not Applicable: No Executive decision.

Procurement

1. Summary of Procurement Implications: N/A

Property

1. Summary of Property Implications: N/A

Carbon Reduction and Social Value

1. Summary of Carbon Reduction/Sustainability Implications: N/A

Customer Impact

1. Estimated number of users or customers (current and projected): Currently 1,100 young people have had some involvement with the work of the Bromley Youth Council during the 2023/2024 period. We anticipate this rising to 5,000 young people by the culmination of the campaign.

Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments: Not Applicable
3. **COMMENTARY**

- 3.1 Bromley Youth Council is a representative forum organised and supported by Bromley Youth Support Programme staff 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 priority issues that they have identified affect them.
- 3.2 Bromley Youth Council currently have 32 youth councillors elected or co-opted from Bromley secondary schools, colleges, and youth projects. We currently have elected youth councillors from 14 Bromley educational establishments, including 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 February 2024. Due to the nature of a 2-year election cycle, our active youth councillor numbers always tend to be lower in the second year due to commitments and changes for the young people involved.
- 3.3 The Youth Manifesto sets out the key priorities that have been identified through consultation with young people, at the Youth Manifesto Conference held at The Warren, Hayes, which in turn, Bromley Youth Council members have committed to address during their term of office.
- 3.4 The Bromley Youth Council Annual Manifesto Event took place in March 2023. The event was attended by 76 young people and represented various school council's and student voice groups. Participants on the day voted on the youth council campaigns for the forthcoming year and contributed with key headline areas they would like to see Bromley Youth Council campaign address. The 2023/24 Youth Manifesto was launched in May 2023.
- 3.5 The Youth Council was directed, because of young people voting, to focus on the following key issues, to campaign and facilitate positive change for young people in Bromley:
- Primary campaign Area: Drug awareness
 - Subsidiary/Secondary Campaign Area: Youth Mental Health: managing stress and anxiety.
- 3.6 Drug Awareness was voted as a key area of concern for young people; this will now form the primary campaign for the year. Particular areas of concern raised by young people included:
- Young people expressed that they would like to see better and more education and access to help and support tackling drug misuse and support for young people addicted to vapes.
 - Young people are concerned about young people's addiction to vapes and turning to vapes, cannabis and other illegal drugs to self-medicate without knowing the dangers and harmful effects.
 - Young people feel there is a lack of knowledge around what are illegal drugs; what are the side effects and the criminal consequences. There is a lack of knowledge and education around illegal drugs and vaping.
- 3.7 To address the issues the Youth Council proposed to:
- Provide a training workshop for BYC members on drugs, vaping side effects & impacts.
 - Work with Public Health to conduct a survey monkey for local young people to gather up to date information and statistics on vaping.
 - Work with the Bromley Changes, police, and Youth Justice Service to understand key drugs young people are using.

- Develop a 3-minute stock motion film, with 4/5 scenarios around illegal drug use/vaping and the side effects as an education tool for young people.
- Host a launch event and promote in school assemblies to young people.
- Work with Bromley Changes to promote local and national help services for young people in Bromley & distribute posters and use social media.
- advise and contribute to any local campaigns & strategies developed to tackle vaping amongst young people.

3.8 The outcomes achieved to date during this primary campaign include;

- The Youth Council, in partnership with Chocolate films have developed and produced a short stock motion film, raising awareness on drugs and vaping and how to stay safe.
- 32 Youth Councillors are better informed around the dangers of drugs and vaping and how to stay safe.
- Bromley youth Council have been nominated for an award vis the Met Police for their hard work and contributions to keeping young people safe in the community, by the Borough Commander, Luke Baldock.
- 18 Youth Councillors have raised discussions with Bromley Changes regarding the need for more advertising of the service, as our experience, from our youth councillors speaking to young people in their schools was that young people across Bromley do not know this service exists or how to access it.
- 18 Youth Councillors informed and shared information around the services provided by Bromley Changes
- 32 Youth Councillors campaigned for Trading Standards and Public health to take more action to shops that they believed were selling vaping products to young people under the age of 18.
- All secondary schools and Youth groups in the borough have been emailed the link to the short video and this has reached over 10,000 young people across Bromley.
- Be Wise, the short film has been uploaded to YouTube and the film has been added to the Youth Council social media platforms.
- Youth Councillors attended and presented at the annual Bromley Crime Summit
- The Youth Council used their social media platforms to inform young people about Bromley Changes service for young people through creating posts and stories with key information.

3.9 Actual outputs of the work undertaken by youth council members during this campaign have included:

- 32 Youth Councillors have worked on this campaign to date.
- 32 Youth Councillors researched drug misuse amongst young people.
- 32 Youth Councillors researched key services and educational programmes locally to inform, educate and support young people in bromley with Drugs and vaping.

- 18 Youth Councillors undertook research around accessibility of vapes and what health information is available to young people.
- 32 Youth Councillors researched what key drug misuse is locally and nationally and the impacts on young people and the wider community.
- 16 Youth Councillors met with Bromley Changes, Public Health and bromley Y to discuss the campaign and concerns.
- 16 Young People met with Bromley Changes to discuss what the service offers, how to inform young people what the service is, managing expectations and challenging myths.
- 8 Youth Councillors undertook a workshop and training with Bromley Y around various drugs, vapes and their effects on young people's wellbeing.
- 8 Youth Councillors consulted on Bromley Changes short video raising awareness of vaping to parents.
- 12 Youth Councillors researched local film companies.
- 18 Youth Councillors undertook planning and training on how to Make a Stock Motion short film.
- 18 Youth Councillors informed and gained knowledge around peer pressure and feeling confident to say 'No' and how to convey this in the short film.
- 32 Youth Councillors learned around the importance of personal safety.
- 32 Youth Councillors gained knowledge and skills around vaping/illegal drugs and the law.
- 18 Youth Councillors gained decision making and teamwork skills, working together over two days to create the short film.
- 18 Youth Councillors developed key skills sharing responsibilities and achieving task set to use images and take photos to create a stock motion film.
- 18 Youth Councillors gained confidence in making a stock motion film, positing the camera, adjust the lighting to be correct, use various angles and designing images.
- 18 Youth Councillors developed their design and creativity skills to convey key messages.
- 18 Youth Councillors gained skills using different forms of media to campaign on an important issue.
- 18 Youth Councillors researched content for the short film to raise awareness around drugs and vaping.
- 18 Youth Councillors drafted a script and worked with Chocolate films, Bromley Changes and Public Health to complete a script for a BYC Film on Drug Awareness.
- 32 Youth Councillors have promoted the short film at key community events and school assemblies.

The secondary campaign area is Mental health, stress and anxiety.

3.10 Young people also identified Youth Stress & Anxiety as a key area of concern and will form the secondary campaign. Youth Mental Health has been voted as a key campaign consecutively for the last seven years. Areas of concern for young people included:

- Young people raised concerns around not knowing what services are available to them or how to access early help with stress and anxiety.
- Young people feel there is an increase in stress and anxiety around exam time and would like accessible information how to deal with this both in person and through different forms of media. Young people would like to a platform to share their personal experiences on how they have overcome or managed personal stress and anxiety.
- Young people would like to see more awareness around stress and anxiety and overcoming the stigma.
- Young people feel schools should be more proactive and provide better access to school counselling services and resources to aid stress & anxiety and safe places to go within the school environment.

3.11 To address the issues the Youth Council proposed to:

- Look at solutions to tackle factors that can cause stress and anxiety.
- Undertake a Survey Monkey to find out what the main causes of stress are amongst young people in Bromley, and how they deal with this stress and anxiety.
- Present our Survey Monkey results to services and organisations who can act of these results.
- Research costs and prices for a magazine
- Create a digital magazine based around stress and anxiety by young people for young people (can include quizzes, adverts, services which can help) this can be handed out in schools and youth clubs. We would aim to create two of these this year.

3.12 The outcomes achieved to date during this secondary campaign include:

- 32 youth councillors are more informed regarding the key issues around Youth Mental Health, Stress and Anxiety facing young people.
- 32 young people participated in contributing to a youth magazine, written by young people for young people.
- 32 young people all have more knowledge around key issues facing young people in bromley around stress and anxiety.
- 32 young people have skills around resilience and ways to manage your stress and anxiety and are more informed how to manage their feelings and emotions.
- 32 young people gained skills around managing change in their life and were more informed about local and national and local services available to help and support.
- 32 young people developed creative skills around writing personal articles to share within the magazine to help other young people.

- 32 young people developed decision making skills on content and design and being inclusive.
- 4 young people successfully bought an iPad and subscription to Canva pro to help with creative projects through Jack Petchey Award scheme.
- 32 young people increased their knowledge around meeting deadlines, task setting and producing a magazine, print and design costs.
- 18 Youth Councillors are due to deliver a day in The Glades to raise awareness of Youth Mental Health and stress and anxiety to pass on the skills and knowledge they have gained. This will happen on Saturday 19th February.

3.13 Actual outputs during this campaign have included:

- 32 Youth Councillors 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.
- 32 undertook discussion and research within their schools on what is stress and anxiety.
- 32 Youth Councillors have worked with Bromley Y to develop a meaningful campaign to raise awareness of stress and anxiety.
- 7 Youth Councillors attended a visit and tour of the Bromley Y building and asked questions about the service available to young people.
- 18 Youth Councillors researched various definitions and meaning of stress and anxiety, the causes and help options.
- 18 Youth Councillors researched the effectiveness of producing a and printing a magazine vs a e-magazine and how to reach their audience.
- 18 Youth Councillors researched key content ideas and successful magazines that are appealing to their 11 – 19-year-old young people.
- 4 Youth Councillors created adverts to seek young people's art work to add to the BYC Magazine
- 15 young people emailed BYC art work and poems around Mental health to be added as content to the magazine.
- 18 Youth Councillors attended workshops lead by Bromley Y and Kooth on stress and anxiety.
- 18 Youth Councillors planned a Mental health Awareness event during Childrens Mental health week 2024.

3.14 Over 5,100 individual youth councillors' hours have been dedicated to these campaigns to date and undoubtedly both BYC campaigns on Drug awareness and Youth mental health, Stress and Anxiety are important issues facing young people in Bromley today. They are both campaigns that need a partnership and joined up working strategy with local services to make a real difference and raise awareness, inform, and educate young people.

3.15 The campaigns have both been successfully received by young people and key partners within Bromley. They have tangible products that the youth council can measure their success and

outcomes through the number of young people that watch the short film or read the magazine produced and all young people are able to provide feedback through a number of channels. All BYC members have worked incredibly hard on both campaigns.

3.16 Note from BYC Chair.

“Bromley Youth Council has worked incredibly hard this year and determined to create tangible campaigns for young people. It is important that young people incorporate various forms of media into their campaigns as the world around us is constantly changing. It is vital for BYC campaigns to be successful to have the buy in from key, local services, and the continued funding to support great work. We are very proud of both our campaigns this year and the real difference we make to other young people’s lives and our own. “

Hannah Dumbrell

Chair of the Bromley Youth Council

3.17 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 2023/2024 campaigns to date.

4. IMPACT ON VULNERABLE ADULTS AND CHILDREN

4.1 During the past year the youth council has so far had an involvement with 1,100 young people via their campaigns and assembly work and their preparation for their day in the Glades. Several of these young people are vulnerable and needed additional support. Some examples of positive quotes we have received from young people:

“it is really good hearing from other young people who understand how I am feeling.”

“Thank you, I feel like someone is listening to me and helping me find ways of feeling better.”

5. PROPERTY IMPLICATIONS

5.1 All changes to properties will be considered and approved by the Operational Property group.

Non-Applicable Headings:	Transformation/Financial/Personnel/Legal/Procurement/Carbon Reduction and Social Value Implications; Customer Impact; Ward Councillor Views
Background Documents: (Access via Contact Officer)	[Title of document and date]