

REPORT TO THE CHILDREN & YOUNG PEOPLE POLICY AND SCRUTINY PANEL

DATE OF MEETING: 11 OCTOBER 2018

SUBJECT OF REPORT: YOUNG PEOPLE AND DEMOCRACY PROJECT

TOWN OR PARISH: ALL

OFFICER/MEMBER PRESENTING: SHEILA SMITH, DIRECTOR OF PEOPLE AND COMMUNITIES

KEY DECISION: NO

RECOMMENDATIONS

The Panel is asked to receive the Report.

1. SUMMARY OF REPORT

- 1.1 This Report updates the Panel on the development of the Young People and Democracy Project.

2. POLICY

N/A

3. DETAILS

- 3.1 In 2017 the Chair of the Children & Young People Policy and Scrutiny Panel mentored Ellie Varley, a student at Clevedon School. Ms Varley was, and is, very interested in encouraging greater participation of young people in the democratic process.
- 3.2 In November 2017 a Report was made to the CYPS Scrutiny Panel on behalf of the Chair establishing a Young People and Democracy Project which the Chair and Ms Varley would jointly lead. The intention was to organise a Young People and Democracy Week in July 2018. Due to a number of factors, the planned Week did not take place.
- 3.3 The Chair of the Panel has met with Ms Varley and the Leader of the Council to explore how the Project can be taken forward in 2018 – 19. The following has been agreed: -

- * Weston College Media Department will produce, free-of-charge, a DVD aimed at young people to encourage their greater participation. Ms Varley will lead this Project with the support of the Chair and NSC Officers. Young people from the College will undertake the filming and production as part of their studies. The DVD will be completed by February 2019. The Brief for the DVD prepared by Ms Varley is attached as Appendix 1.
- * A Question Time Event with one of the MPs in North Somerset at which young people will be the audience. The DVD will be launched at this Event in February 2019.

4. CONSULTATION

- 4.1 There has been engagement with young people in Schools across North Somerset in development of this Project.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications arising from this Report. The DVD is being produced by Weston College.
- 5.2 There are resource implications in terms of providing Officer support for the Project. This is very limited.

6. LEGAL POWERS AND IMPLICATIONS

N/A

7. RISK MANAGEMENT

- 7.1 The active engagement and participation of young people in the democratic process is an important contributor to a healthy civic society. This Project will assist this process in North Somerset.

8. EQUALITY IMPLICATIONS

- 8.1 An important element of equality and diversity is all those who are entitled to vote realising and understanding that their contribution is as important as anyone else's.

9. CORPORATE IMPLICATIONS

N/A

10. OPTIONS CONSIDERED

N/A

AUTHOR

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APPENDICES

Appendix 1 – Briefing for DVD

BACKGROUND PAPERS

Report to CYPS Panel on 17th November 2017

<http://apps.n-somerset.gov.uk/cairo/docs/doc28458.pdf>

Weston College Political Engagement Project

Client Name: Ellie Varley

We live in a society where more young people felt inclined to vote in the Love Island final than in the 2017 General Election. This project seeks to promote the importance of voting, breaking down the idea that politics is only for those who are clever, old or weird.

Project-Purpose and Opportunity

- To explain the importance of political engagement
- To encourage more young people to vote
In 2015, out of all the 18-24 registered to vote, only 43% did so
- To show the difference voting can make to the overall outcome when more younger people vote

Objective- What does the project work to achieve

- Explore and explain the democratic process we have in the UK
- To prove that 'every vote counts'
- To show, via the creation of a video to be published on YouTube, why young people should be engaged in politics and use their vote to influence national and local democratic agendas

Target Audience- Who are we trying to reach?

- Young adults, most importantly, within the voting age bracket of 18-25
- Target age can be adapted if felt necessary, i.e. 16 years old

Style and Tone

- Appropriate for the 18-25 age group
- Short, snappy and to the point

Message- What is the key idea to be remembered?

- Political engagement is important but can also be fun. It allows us to shape the country we live in and provides us with a voice

Deliverables and Format- Key pieces to be produced

- How democracy works locally and nationally
- Why you should believe your vote does count, and you should vote accordingly
- Why it is important to follow contemporary politics, even if it is just watching the news or following the BBC on Twitter

Schedule-Project timeline, important dates, deadlines

- 8th October 2018- Skype meeting to outline project progress and to agree next steps
- Regular dialogue through email and skype to finalise the script before filming
- 12th-26th November current filming week (tbc)