

Report of	Meeting	Date
Director of People and Places (Introduced by the Executive Member for People)	Executive Cabinet	21 March 2013

CHORLEY COUNCIL YOUNG PEOPLE'S ENGAGEMENT PROGRAMME

PURPOSE OF REPORT

1. For Executive Cabinet to approve proposals for the roll out of an innovative programme of work to enhance engagement of young people in the working of Chorley Council, including a programme of meetings, an ambassador scheme and an annual Chorley Council Young People's conference.

RECOMMENDATION(S)

2. Executive Cabinet are asked to approve the recommendations within this report, specifically the establishment of a programme of meetings, an ambassador scheme and an annual Chorley Council Young People's conference.

EXECUTIVE SUMMARY OF REPORT

3. The Corporate Strategy for the Council includes a project to establish a Chorley Council Youth Council. The purpose of this project being to enhance the levels of engagement between young people and Chorley Council.

Confidential report Please bold as appropriate	Yes	No
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Key Decision? Please bold as appropriate	Yes	No
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REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

4. To enhance levels of engagement between young people and Chorley Council.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

5. Various options were considered including a different mix of contact with young people, for example, more meetings, less use of social media, more large scale events etc.. These were rejected in favour of the proposals in this report.

CORPORATE PRIORITIES

6. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all	√	A strong local economy	
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	

BACKGROUND

7. Within the 2013/14 Corporate Strategy there is a project to establish a Chorley Council Youth Council in order to enhance engagement between young people and Chorley Council.
8. It is proposed that a young people's ambassador project is created. Young people will apply online to become a Chorley Council Youth Ambassador. In signing up to be an ambassador the young people will make a number of commitments, for example:
 - I will volunteer within my community
 - I will report enviro crime eg litter, graffiti, fly tipping to the Council
 - I will champion my local neighbourhood
 - I will champion the good work of young people
 - I will share information with other young people
 - I will keep in touch with my local councillors and share the views of young people with them
9. In return for signing up to the ambassador scheme young people will receive a certificate. This will be developed by having additional certificates in recognition of excellent work undertaken by young people in their community.
10. The ambassadors would be encouraged to use social media, for example, Twitter, to share information with other young people. We would encourage young people to use an appropriate hashtag that identified all of the ambassador work going on in the Borough. This ties in with information received from other young people who have told us that the use of social media amongst young people in Chorley is underutilised and is one of the best ways to contact them.
11. It is also proposed that the ambassadors are invited to meetings throughout the year. This is an opportunity for the young people to meet with people at the Council, face to face. These meetings include have the following agenda items, for example:
 - Regular standing items, for example, how the ambassador project is going, how safe people feel in their neighbourhoods, whether there are enough things to do/places to go etc
 - They can cover adhoc topics, for example, consultation on a specific issue
 - They can be used to raise awareness of how young people can get involved in community life and politics within their neighbourhood
 - They can also be used by young people themselves to present ideas and make requests of the Council
12. It is also proposed that we bring together the ambassadors for an annual Chorley Council Young People's conference. The conference will celebrate what has been achieved in the past 12 months, give young people and elected members an opportunity to talk and present certificates for excellent work carried out by ambassadors. to elected members.

13. The proposals outline in this report will work alongside, and compliment, other forms of engagement with young people in Chorley.
14. The Lead Member for Young People, Councillor Matt Crown, has been instrumental in the recommendations contained within the report.

IMPLICATIONS OF REPORT

15. This report has implications in the following areas and the relevant Directors' comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal		Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

16. The approach outlined will result in very little if any additional costs, as the organisation and running of the scheme will be contained within current staffing levels. If there are any additional costs these are likely to be small and will be contained within current cash budgets.

COMMENTS OF THE MONITORING OFFICER

17. There are no comments.

JAMIE CARSON
DIRECTOR OF PEOPLE AND PLACES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Jamie Carson	5815	4 March 2013	***