

Scrutiny Review of Youth Engagement

March, 2017

MONITORING REPORT – SEPTEMBER, 2017

Councillors G. Adam, S. Cockburn-Price, L. Davy (Co-optee) N. McCollum (Leader),
K. Turner and D. Whalley

Actions	Accepted/ Rejected	HAS THE ACTION BEEN FULLY IMPLEMENTED? <small>(If No, please state reasons/ report any progress to date in next column)</small>	PROGRESS <small>(Please indicate (1) the steps you have taken, (2) what remains to be done and (3) the anticipated date of full implementation)</small>
5.1. That the Council be requested to consider this report and its recommendations and to respond to the Scrutiny Management Team, within two months, indicating what action is proposed.	Accepted		
5.2. That the Council endorses the conclusions of this review and agrees the following actions –	Accepted		Approved by Council.
(a) That a Pendle Borough Council Youth Council be formed;		NO	See action 5.2(b). The Pendle Borough Council Youth Council is to be formed once the details have been determined by the Working Group.
(b) That subject to agreement of (a) above, a Working Group be established to determine the details of the Pendle Borough Council Youth Council, taking into account the findings and conclusions of this Panel, in particular		NO	Councillors Sarah Cockburn-Price, Nathan McCollum and Ken Turner have been appointed to the Youth Engagement Working Group and more members are welcome. Before the first meeting, the

<p>issues around safeguarding.</p>			<p>Scrutiny Management Team is to receive a presentation from an organisation that specialises in fostering youth engagement in politics. The date for the presentation is yet to be agreed.</p>
<p>5.3. That a brief information sheet on the role of a local councillor be developed for distribution to local high schools and Nelson and Colne College, for display alongside the poster of Pendle Councillors.</p>	<p>Accepted</p>	<p>YES</p>	<p>Two variations of a poster have been developed. The attached poster has been produced for display at Nelson and Colne College and provides details on where to find further information on becoming a councillor. The details on how to become a councillor have been removed from the poster for display in local high schools.</p>
<p>5.4. That, in light of the success of the 2016 Facebook advertising campaign to encourage young people to vote, this be carried out on an annual basis as appropriate.</p>	<p>Accepted</p>	<p>ONGOING</p>	<p>Another Facebook campaign was carried out in 2017 and will be created annually. This year the advert was posted 17,639 times on pages of people aged 18-24 in Pendle. Of these, 110 people either 'liked' the advert, clicked on it, commented or shared it.</p> <p>In addition, posts aimed at younger voters have been included on the Council's Facebook Page.</p> <p>Nelson and Colne College helped the Council to reach their students by having an advertising banner on</p>

			<p>the homepage of the students' website which had a direct link to registering to vote.</p> <p>A carousel item on the homepage of the Council's website encouraged young people not to lose their vote.</p> <p>There have also been a number of news releases issued encouraging (all) people to vote.</p>
5.5. That consideration be given to adding a standing item on 'youth issues' to the area committee agendas or alternatively asking town and parish councils to consider this as a regular agenda item.	Accepted	NO	Compiling feedback from town and parish councils.
5.6. That progress on these actions be reported back to Scrutiny Management Team in six months' time.	Accepted		