

Southend Youth Council Officers' Meeting

Youth in attendance:

Edward Feddon (EF)- Youth Mayor
Nadia Ahmed (NA)- Deputy Youth Mayor
Isreal Genius (IJ)- MYP & Election Officer
Andy Wilkins (AW)- YEA Member & School Reps Co-Ordinator
Katie Chester (KC)- Press Officer
James Finn (JF)- Junior 3rd Sector Officer
Saffron Reinecke (SR)- LGBT+ Officer
Yasmin Bey (YB)- Speaker
Felix Johnson (FJ)- Chancellor & 3rd Sector Officer
Maise Riley (MJ)- Chase School Rep
John Jenkins (JJ)- Minute Taker

(Kelly Redston (KR) - Youth Worker)

Apologies:

Joshua Naish
Daisy Sampson

Bolded - actions from meeting

The meeting was opened by Edward Feddon at 17:25.

NA: Publicity campaign - getting in touch with all schools RE transport campaign. Coinciding with Andy and Isreal's mental health campaign.

EF: Helping all campaigns, has drafted letter to send to all schools with MPs' signatures - Amess, Duddridge, with intention of increasing attendance at youth council from nearby schools.

Organising first aid session - **need to contact St John's Ambulance** - will contact branch in Southend High Street - Kelly confirmed location.

AW: Mental health campaign - elected as School Reps Co-ordinator. Mental health has been a personal issue in past - attempting to organise mental health conference - released survey (**fill in please** if not already). Will use evidence anonymously to get a gist of details about mental health from young people in Southend. **Will collate data** and invite all youth councillors and show findings. Analyse and assess findings, before **writing a letter**. Kelly will **get Andy a campaign strategy form**. We will all input for a letter to send to all schools relating to mental health. Similar to ex-Youth Mayor Bertha's conference - change venue to somewhere smaller.

EF: Maybe consider location - the Pod was not filled at previous event, would it work at a bigger place?

AW: Will look to get the Pod. Will use YEA connections to promote campaign and event. Also using Isreal's MYP connections. Plan to do in October - best time from opinion.

IG: Advertising was main issue before - need to do more marketing from last time.

FJ: Event is free, so cannot spend too much on advertising - less return on investment. Paid advertising needs to have return on investment.

AW: Has been appointed Commercial Manager at Great Wakering Rovers FC - is willing to put own money into event if needs be - is very passionate about mental health.

IG: Survey for students and SLTs is part of his campaign plan - can work together. Mustn't have two campaigns doing the same thing. **Can delegate tasks from his plan to Andy**. Can do 'favours' with schools - set desktop backgrounds etc. Would need to spend a lot to get a reasonable return on investment.

MR: Sell refreshments at event

IG/KR: Insurance will need to cover it

YB: Andy should liaise with 3rd sector officer

KR: Samaritans & Neflt both want to speak to SYC.

IG: Plan for mental health campaign delayed due to changes in admin. **Survey**: one for staff, one for students regarding mental health - comfortability when interacting with school. **Use 3rd sector officer and school reps to get message out**. Meet with Brin Martin & Academy Staff to discuss issues and get feedback. Use Jubilee room to meet with all school's SLTs - followup survey in schools with new information. Spreadsheet of schools and policies. Contact other YCs for more information. Come up with charter of recommendation - get all schools and charities to sign charter. Use press if they do not co-operate. Get MPs to back it. Meet with Academy Board and show them the charter - legal responsibility. Meet with NHS about interaction with schools - how can SYC help? Highlight the communication issues - use local press to promote new campaigns. Go to charities in Southend, show them that we are helping them and have improved voluntary sector - establish good connections between charities and SYC. We can do surveys for free.

JF: Read Echo, sees SYC in it a lot - local press not best way to reach wider audience.

IG: Schools contact all parents via email - could forward details about SYC.

JJ: Targeting primary schools isn't best way due to 11-18 remit

JF: Could be in school weekly newsletter.

KR: Focus on getting biggest audience as possible - is opportunity to hit as many young people in Southend as possible.

SR: **Use newsletter to contact all students and parents**

FJ: Parents isn't best way - likely parents are the ones who are already well-connected and are aware of SYC.

IG: Is free, and outcome can only be positive. Not about raising profile about mental health - nobody knows how to solve issue. Is about bringing people in for consultation. Throwing out a net to catch as many ideas as possible. Campaign about educating service providers to better assist young people. If service providers are educated, the issue is solved forever, not just for two years. It is jobs of schools and NHS to educate service providers.

KR: Aim is to highlight inconsistencies within schools - systematic change. Have you got a good title? - is very important. Need a robust idea of campaign - recognisable name. Needs to be #accessible

IG: Needs a title

KR: Encouraging names for campaign.

JF: Emblem could be on letters along with organisations such as DofE etc.

KR: Charter will have a range of statements for achievement e.g. confidentiality. Organisations would sign up to ensure it is seen to. Logo would be beneficial.

NA: End discussion on mental health - leading meeting onto Skills Network Proposal

KR: Wants SYC to have best opportunities possible, good bunch of young people. Southend has a unique context - variety of professions and inspirations in the area. Wants to make sure that SYC is supported - propose that a **skills network is created and supported**. Adult professions in Southend can share skills - will come together as virtual network - skills audit, will take SYC connections and recommendations. Skills sessions offered to SYC and wider young people. Areas identified already are: event planning, campaigning, role of cllrs, public speaking. Reactions?

General positive response

IG: Use current campaign and contacts

KR: Wants to have a SYCouncillor on the ground

IG: **Felix should speak to Sascha Edwards at YMCA**

KR: **Everyone to provide contact detail/information on an inspirational person in Southend** - hope to have first session in 4 weeks.

KC: **Will send polls information on transport**

AW: David Amess as contact.

KR: Must focus on long term goals on campaign, and will email IG and FJ, and **will send project initiation document out to all**.

NA: Anyone else have any campaigns?

SR: Want to get all people together (both LGBT+ and allies) to increase visibility in Southend - settle young people's concerns or worries. **Set up LGBT group again**.

IG: Gina Denham from Transpire has pledged to help

AW: Also wants to do campaign regarding post-16 results. Want to do campaign to promote self-esteem and self-confidence. Want to do inspirational talk in schools - motivational speaking with help from KR's network

KR: **Will send Andy and Saffron campaign form - please respond.**

JF: Increase visibility in public - contact British Heart Foundation - members from SYC can go out to events and recruit support - engage with charities in role of Junior 3rd Party Officer with FJ - Officer.

KR: Campaign forms scanned and sent out to all - increase transparency. Need to share information before we have conversation.

SR: Wants to schedule meeting before campaign takes place - **contact KR for a meeting.**

IG: Saffron and I came up with survey on Curriculum for life - letter has been drafted. **Will send the info again to be forwarded onto all schools with one paragraph synopsis.**

NA: Future speakers for SYC

KR: Has list of those who have contacted SYC. Neflt, Samaritans, Healthwatch, Police, Transport Network, Knife Crime, Citizens of Southend awards, NHT bus, sexual health.

EF: DCI Scott Cannon & Knife Crime people in one day.

KR: Will **put together programme with potential dates.**

SR: Gina Denham will be good contact - gina.denham@transpiresouthend.org - **Kelly to contact**

NA: Had to discuss Young Person's Rail Card Agreement

IG: Railcards bought, bring in receipts - investment for future.

FJ: Cost benefit analysis needed

IG: **Will look at future meetings and see if it is worth it - will also do it for EF and NA.**

FJ: **Will review data.**

IG: Website is ready - lawyer blocked URL -

KR: Previous worker on annual leave.

EF: To clarify, website is ready - design needed, and uploaded.

FJ: Website is ready to go but is now on a technical issue - waiting on council. **Kelly will follow up.**

AOB:

IG: 2 website people and junior to be trained. FJ and YB should be involved in running site - both have background - will need to train people for future management of website.

Meeting adjourned: 18:22

Please read bolded words for actions.