



**Youth Aware Focus Group  
Report 2017/18**



## **Youth Aware Focus Group Report 2017 / 18**

- Is a follow up, on the 2016 Youth Mapping Report.
- Which had highlighted a lack of awareness for what was going on and the opportunities available for young people.
- To help identify possible solutions BMBC South Area Council commissioned research into ways of reaching, communicating with and publicising relevant and localised information to a majority of young people in a localised area.
- The report presented here today gives the findings of that study.



To get the ball rolling

A meeting took place in September 2017.

- The South Area Team Manger
- BMBC Corporate Communications Dept.,
- The Komplex Youth Centre
- The Youth Partnership
- Forge Community Partnership.

This meeting established the principles and that young people should lead the study through the Youth Partnership.



The youth Partnership elected to establish a focus group made up of two members of the youth partnership and three non-members.

Providing an objective and impartial panel of young people.



This focus group met at West Bank House, (a local community venue).



Facilitated by an adult support worker, these meetings identifying the best approaches to the study;

- the methodology
- the delivery mechanisms
- How to maximise response.



Having identified the methodology and a delivery means the group looked at the requirements of the study and identified the following?

- How do young people communicate today?
- How do they share information with each other?
- Where do they find out about things they want to be involved in?
- What type of information do they feel they need to know?
- What's the best way to get information to a maximum number of young people?



The group then designed a simple 10 question survey that used a multiple choice format with tick box responses.

Through negotiation and consultation with;



It was agreed to put the survey through the school.

Going live over January 2018



Resulting in a total of;

**804 responses  
from local young people.**

The data was then be entered into a digital data collection program to aid with analysis.



That analysis is presented in the written report before you today.

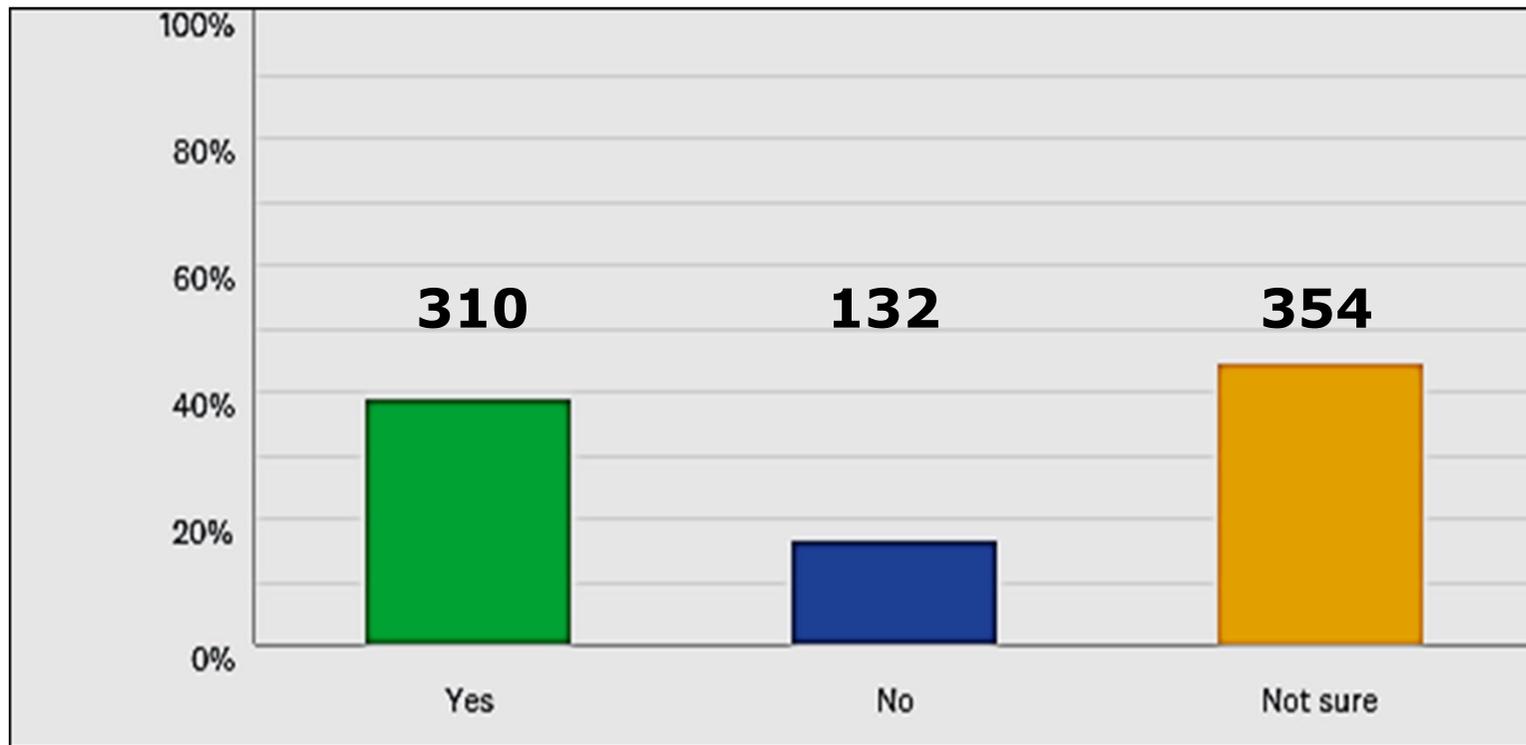


Hopefully it goes a ways to answering the requirements of the commissioning;

1. How young people communicate today?
2. How they share information with each other?
3. Where they find out about things, they want to be involved in?
4. What type of information they feel they need to know?
5. What's the best way to get information.



Q9. Do you think young people could set up and run a service to provide and share relevant information with local young people?





**The young people thank you for this opportunity to show their community commitment and remind us all that;**



**'Social media is GOAT'**  
**(greatest of all time) communication tool for the younger generations.**

**Thank you.**