

BARNSELY METROPOLITAN BOROUGH COUNCIL

REPORT OF: INTERIM EXECUTIVE DIRECTOR OF CHILDRENS SERVICES

TITLE: ANNUAL MAKE YOUR MARK RESULTS 2022

REPORT TO:	CABINET
Date of Meeting	18 May 2022
Cabinet Member Portfolio	Children's Services
Key Decision	No
Public or Private	Public

Purpose of report

To provide Cabinet with information and headlines on the 2022 annual Make Your Mark (MYM) consultation for young people. This report is for information purposes.

Council Plan priority

The Make Your Mark national consultation exercise is one of a range of initiatives delivered through Barnsley Council's Youth Voice and Participation network, all of which have the purpose of ensuring young people have their voices listened to and can participate in decision making processes. This accords with The Council Plan priority of a 'Learning Barnsley' which ensures that young people have access to lifelong learning opportunities and that they can achieve the best possible outcomes through improved attainment and achievements.

In the Children and Young People's Plan (2019-2022) six strategic priorities align with the values underpinned within the Make Your Mark consultation, recognising that young people who participate are more likely to develop into active citizens who make a positive contribution to the Borough. The results of the most recent Make Your Mark consultation will feed directly into an updated Children and Young People's Plan to inform the identification of priorities for the future.

Recommendations

That Cabinet:

- 1. Receive, endorse and promote the priorities identified by young people through the National Make Your Mark ballot for the duration of the campaign period.**

2. Elected members recognise the significance and scale of the MYM ballot and champion the issues identified by Barnsley's 11-18-year-old population through their own locality arrangements, consultation mechanisms and commissioning of services for young people.

1. INTRODUCTION

- 1.1** Barnsley's Targeted Youth Support Service employs a specific team of youth workers with the purpose of engaging young people in Youth Voice and Participation activity on a local, regional and national level primarily through the work of Barnsley's elected Youth Council, Care4Us Council and the SEND Youth Forum and their engagement with the represented peers.
- 1.2** The team actively supports young people and the most vulnerable to get their voices heard and influence decisions which affect them and their lives, providing young people with a variety of opportunities to meaningfully participate working with Secondary Schools, College, the community and voluntary sector and a range of partner organisations and across Barnsley MBC's Business Units.
- 1.3** Regional and national work with the United Kingdom Youth Parliament and British Youth Council is organised and supported by the service. MYM is centrally managed by the British Youth Council (BYC), a youth led charity which aims to empower young people across the UK to have a say and be heard. It is the single largest youth consultation and has been happening annually since 2011. Each year the Youth Voice and Participation Team are responsible for the local delivery of the annual MYM consultation and take a lead on facilitating and encouraging access to voting opportunities for young people.
- 1.4** Hearing and responding to the views of the child and young person is an essential requirement of continuous service improvement and something which Barnsley MBC and its partners are fully supportive of.
- 1.5** Due to the ongoing challenges of the Pandemic, the 2021 MYM process was pushed back from Autumn 2021 and was scheduled to take place instead throughout February 2022. This time it included broader themes which were not separated into UK/Devolved topics and were agreed in the absence of The House of Commons annual debate by members of the Steering Group and Members of Youth Parliament (MYP) using the 2020 manifesto as a basis to vote on the chosen themes.
- 1.6** In 2022, for the first time the British Youth Council made the bold move to allow Local Authorities to choose to combine the UK consultation with their Member of Youth Parliament (MYP) or Youth Council elections in order to streamline the way in which we hear young people's voices. This approach was a sizeable task and would not have been possible without the ongoing support from dedicated local authority workers across the UK. Here in Barnsley, we instead combined our biannual Youth Council Elections with the Make Your Mark consultation so that our MYPs could then be elected from the successful Youth

Council cohort which follows the trajectory of previous MYP elections.

- 1.7 The idea to have broader themes for MYM 2022 will mean newly elected Members of Youth Parliament and Youth Councils across the country will be able to conduct localised research to better understand how an issue impacts upon the communities and the young people they stand to represent.
- 1.8 Educational settings were encouraged to take part in the MYM ballot at the same time as the election of a new Youth Council and the Targeted Youth Support Service worked alongside schools and college to streamline the process and make the voting system as simple as possible. To aid this, votes were cast both physically and virtually with little disruption to the academic calendar. Schools were supported with prepared materials so that students were briefed prior to casting their votes.
- 1.9 Eleven secondary schools and almost all Barnsley College sites took part in the dual MYM and Barnsley Youth Council Ballot.
- 1.10 The total number of votes cast in the 2022 MYM Consultation nationally was 434,492 with Barnsley's eligible young people contributing to 7,758 of those votes. This amazing result ranks Barnsley 7th nationally based on percentage turnout (35.19%) and 14th nationally based on number of votes.
- 1.11 Barnsley's young people voted for the following three topics as their priority areas;
 - Jobs, Money, Homes and Opportunities (1,894)
 - Health & Wellbeing (1,751)
 - Environment (1,197)
- 1.12 Barnsley's results were then combined with the rest of the regional/national results to identify the top three national campaign themes. These are;
 - Health & Wellbeing (93,023)
 - Jobs, Money, Homes and Opportunities (81,068)
 - Education and Learning (77,470)
- 1.13 The local and national results will now help form the structure of Barnsley's newly elected Youth Council work plan for at least the next twelve months alongside the ongoing campaign themes. Youth Councillors, MYPs and Barnsley's Young Mayor will seek to use the views of young people to improve services and inform relevant strategic developments.

2. PROPOSAL

- 2.1 The MYM consultation results are significant in terms of the scale of young people consulted with as part of the ballot process. The results that have emerged locally and nationally will be used to shape and support young people's involvement and engagement in several other new and emerging strategies.

3 IMPLICATIONS OF THE DECISION

3.1 Financial and Risk

There are no direct financial implications arising from this report. The report relates to the Council providing opportunities to ensure a broad participation in the MYM consultation and future campaigns.

3.2 Legal

There are no legal matters to be considered within this report as this is for information purposes.

3.3 Equality

An Equalities Impact Assessment is not applicable in this report as this is for information purposes only.

The MYM consultation agenda has been developed by young people for young people and is therefore representative of young people's needs in relation to any area of equalities. MYM is an inclusive event which any young person aged 11 -18 years can participate in regardless of school or setting as part of the wider youth voice and participation infrastructure within Targeted Youth Support.

3.4 Sustainability

This report is for information purposes for cabinet and as there are no decision implications, there is no requirement to complete a decision making wheel exercise.

3.5 Employee

There are no employee implications arising from the content of this report or its sharing across services and partners.

3.6 Communications

The success and results of Barnsley's MYM campaign and Barnsley's Youth Council Election was published in a press release which can be accessed via the link below and also featured on the Council's official website and social media pages.

<https://www.barnsley.gov.uk/news/young-people-get-involved-have-their-say-and-make-their-mark/>

4. CONSULTATION

4.1 The MYM Campaign is organised and delivered locally through Barnsley's Targeted Youth Support Service with the support and co-operation of partners from the Barnsley Schools Alliance. Young people from across the Borough

have been instrumental in making this year's turnout a success and supporting Barnsley to maintain its long standing high participation rate in what is the single largest consultation exercise with young people at a national level.

5. ALTERNATIVE OPTIONS CONSIDERED

- 5.1** There are no alternative approaches for consideration. Barnsley's Youth Voice network provides a single strategic infrastructure to support young people's engagement in democratic processes and is inclusive of other forums for vulnerable groups of young people who may not otherwise be able to participate. The service works in partnership with other partners and stakeholders to ensure representation from across the borough and its localities.

6. REASONS FOR RECOMMENDATIONS

- 6.1** The annual MYM consultation is an integral campaign with the Children's Service calendar of events that supports the determining of priorities within Directorate and across the wider Council and its partners. The event helps to demonstrate the importance of listening to young people and understand the issues which are of most importance to them on a local and national platform.
- 6.2** Raising participation and aspiration amongst young people fosters ambition, both of which help to lay the foundations for a culture of lifelong learning and personal development. MYM is one of many strands of work across the Children's Services Directorate which promotes young people enjoying and achieving; enjoying life, its opportunities and achieving their full potential, all of which help to reduce the impact of poverty and negative experiences in their lives

7. GLOSSARY

- 7.1** Not applicable

8. LIST OF APPENDICES

- 8.1** There are no appendices to this report

9. BACKGROUND PAPERS

- 9.1** If you would like to inspect background papers for this report, please email governance@barnsley.gov.uk so that appropriate arrangements can be made

10. REPORT SIGN OFF

Financial consultation & sign off	<i>Joshua Amahwe (29/03/22)</i>
Legal consultation & sign off	Legal Services officer consulted and date <i>Jason Field 04/04/22</i>

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