

17 October 2012

Agenda Item: 7

REPORT OF THE GROUP MANAGER, YOUNG PEOPLE'S SERVICE

UPDATE ON THE 2012 NOTTINGHAMSHIRE OUTSTANDING ACHIEVEMENT FOR YOUTH AWARDS

Purpose of the Report

1. To update the Sub-Committee on the progress of the 2012 Nottinghamshire Outstanding Achievement for Youth Awards.

Information and Advice

2. The purpose of the Award is not only to celebrate the outstanding achievements of seven young people who are finally selected, but to increase the awareness of adults that the vast majority of Nottinghamshire's young people lead positive, fun, healthy and helpful lives within their families and communities. This is achieved through the generation of positive media coverage of the excellent success stories of the every day lives of those young people who are nominated for the Award.
3. The criteria to be nominated for the Award include a broad range of individual achievements. These could be anything from surpassing all expectations in a particular sport or activity, contributing to their local community or overcoming the odds to achieve academically. Nominees must be at least old enough to be in Year 7 at school and no older than 19 years of age – the maximum age for disabled young people is 25. They must also live in one of the County Council's seven districts and not be a resident of Nottingham city.
4. Following the success of the first Nottinghamshire Outstanding Achievement Awards in 2011, a media campaign was successfully implemented in the spring and early summer of 2012 to raise the profile of the Awards throughout Nottinghamshire and to elicit nominations for a wide range of 13-19 year olds who have either achieved outstanding success or have overcome a significant barrier to success.
5. 65 nominations were received for the 2012 Awards from across Nottinghamshire's seven districts.
6. These nominations were assessed in each district by the local Young People's Scrutiny, Advisory and Development Boards, which each selected their top three nominations.
7. A group of representative local adults then selected the overall winner for each district from the three selected by the young people. All young people who were nominated

received a letter of congratulation and a formal certificate to confirm their achievement from the Group Manager of the Young People's Service.

8. Then a group comprising the Leader of the Council, cross party representatives of elected Members, the young person who chairs the Young People's Board, the Editor of the Nottingham Post and a representative of the voluntary youth sector selected the overall winner for the whole County from the seven district winners.
9. An evening celebration event is planned for Friday 28 September 2012 to take place in the Assembly Hall at County Hall. The winners from the seven districts will attend along with their families/carers.
10. After a key note speech by the Leader of the Council and entertainment provided by a group of young people, there will be a video presentation of each young person and the person who nominated them for the Award to explain why they have been 'Outstanding'.
11. Finally the overall winner will be announced by the Chairman of Nottinghamshire County Council.

Other Options Considered

12. As this is a report for noting, it is not necessary to consider other options.

Reason/s for Recommendation/s

13. The Award, and the media interest it generates, is an ideal vehicle to showcase a positive image of Nottinghamshire teenagers.

Statutory and Policy Implications

14. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

- 1) That the report be noted.

Chris Warren
Group Manager, Young People's Service

For any enquiries about this report please contact:

Chris Warren
Group Manager, Young People's Service
T: 0115 9774430
E: christopher.warren@nottsc.gov.uk

Constitutional Comments

15. As this report is for noting only, no Constitutional Comments are required.

Financial Comments (NDR 25/09/12)

16. There are no financial implications arising directly from this report.

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All.

C0086