

16 October 2017

Agenda Item: 12

REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND SOCIAL WORK

COMMUNICATION STRATEGY FOR THE NOTTINGHAMSHIRE OUTSTANDING ACHIEVEMENT 4UTH AWARDS 2017

Purpose of the Report

1. This report seeks approval of the proposed proactive media strategy surrounding the Nottinghamshire Outstanding Achievement 4Uth Awards 2017.

Information and Advice

2. This is the seventh year that the County Council has organised the award with support from the Nottingham Post newspaper.
3. From April 2017, through the Nottingham Post and other local media, the Council has invited members of the public, professionals, family members and friends to nominate individual young people who have achieved beyond their own boundaries in their lives. This year over 80 nominations have been received from around the County from a range of individuals and organisations including family members, youth workers, teachers, members of the community, voluntary sector organisations etc.
4. The Council has received nominations for young people because of their sporting ability, their contributions to the local community, their achievements at school, their charitable work, and their supportive and caring roles within their families.
5. Last year, more than 65,000 people engaged through social media channels including Twitter, Facebook and Instagram as part of last year's annual 4Uth Awards using the hashtag #4Uth. The Nottingham Post has supported the campaign once again this year and other local newspapers have reported on district winners in their area and used the #4Uth hashtag in social media messages.
6. Due to the success of the media strategy and coverage used in previous years, it is proposed to apply the same strategy to the Awards again this year.
7. There has been significant media interest in all of the young people who were nominated, which has led to the raising of a positive profile of all young people in the County, through a consistent stream of high quality articles published in local papers about the positive impact these young people have made with their peers or their local communities.

8. The formal awards evening will take place at County Hall on Friday 27th October 2017; this event will be opened by Councillor John Handley, Chairman of Nottinghamshire County Council, and the winner will be announced by Councillor Kay Cutts, the Leader of the Council.
9. By the time the overall winner of the Outstanding Achievement 4Uth Award is announced, almost 100 young people and adults from all over Nottinghamshire will have supported the awards and given their time to making it a success.

Other Options Considered

10. No other options have been considered.

Reason/s for Recommendation/s

11. To recognise the outstanding achievements of young people in Nottinghamshire, and raise their profile through a consistent stream of high quality articles.

Statutory and Policy Implications

12. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Implications for Service Users

13. This event has helped to raise a positive profile of young people within communities in Nottinghamshire.

Financial Implications

14. There are no additional costs associated with the media strategy as this will be delivered centrally via the Communications team.

Crime and Disorder Implications

15. Through increased recognition of local communities about the positive impact young people can achieve there may be a high degree of tolerance given to them and therefore a reduction in the reporting of low level nuisance behaviour when young people gather together in open spaces.

RECOMMENDATION/S

- 1) That the proposed proactive media strategy surrounding the Nottinghamshire Outstanding Achievement 4Uth Awards is approved.

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For any enquiries about this report please contact:

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Constitutional Comments (LM 29/09/17)

16. The Children and Young People's Committee is the appropriate body to consider the contents of the report.

Financial Comments (SAS 02/10/17)

17. The financial implications of the report are contained within paragraph 14 above.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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