

20 November 2017

Agenda Item: 12

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

COMMUNICATIONS STRATEGY FOR THE YOUNG PEOPLE'S SERVICE

Purpose of the Report

1. This report seeks approval of the proposed proactive media strategy for the Young People's Service (YPS).

Information and Advice

2. The YPS includes the Youth Service, Outdoor and Environmental Education (OEE) and School Swimming, which rely on proactive media throughout the year to assist with promotion of the services provided, and to positively promote the achievements of children and young people in Nottinghamshire.
3. The type of media and publicity includes:
 - Duke of Edinburgh leaflets
 - Duke of Edinburgh area on the Schools Portal
 - Twitter accounts for all OEE residential bases and day centres
 - External leaflets and booklets for services provided by all OEE bases i.e. Stone Age at Perlethorpe, Vikings at Perlethorpe, The Mill Easter and Summer holiday clubs, The Mill camping pods, Rocket Science at Brackenhurst
 - C-Card promotion which includes information cards, posters, adverts in supermarkets, bus stands/shelters etc
 - targeted Twitter and Facebook feeds for C-Card promotion
 - C-Card on the Schools Portal and the intranet
 - the Youth Service also regularly promotes their programme of activities and events locally via leaflets and posters in schools, libraries and services accessed by young people
 - the Youth Service also works closely with local media outlets, for example the Chad, to advertise locally what is happening in young people's centres.
 - all Youth Service units have an active Facebook page.

Other Options Considered

4. No other options have been considered.

Reason/s for Recommendation/s

5. To promote the services provided by the Young People's Service, and to positively promote the achievements of children and young people.

Statutory and Policy Implications

6. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, 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, smarter working, sustainability and the environment 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

7. The proposed promotion assists in raising awareness of positive activities taking place in Nottinghamshire and helps provide a positive profile of children and young people within communities in Nottinghamshire.

Financial Implications

8. The costs associated with the proposed media strategy for the Young People's Service are contained within the service's allocated budget and centrally via the Council's Communications team.

Crime and Disorder Implications

9. 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 for the Young People's Service is approved.

Steve Edwards
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For any enquiries about this report please contact:

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Constitutional Comments (LM 03/11/17)

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

Financial Comments (SAS 07/11/17)

11. The financial implications of the report are contained within paragraph 8 above.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

C1049