

REPORT TO:	CABINET 8 JULY 2019
SUBJECT:	YOUNG MAYOR
LEAD OFFICER:	Robert Henderson: Executive Director Children, Families & Education
CABINET MEMBER:	Councillor Alisa Flemming: Lead Member for Children, Families & Education
WARDS:	All
CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON Corporate Plan for Croydon 2018-2022 Our children and young people thrive and reach their full potential, specifically to <ul style="list-style-type: none"> support and implement the priorities of our Young Mayor and Deputy and launch an annual youth festival 	
FINANCIAL IMPACT Approval of recommendations in this paper and delivery of the Young Mayor Corporate Plan priority will result in the following financial implications: <ol style="list-style-type: none"> Cost of conducting an annual Young Mayor Election: £20,000 per election Delivery of Young Mayor's Fund and manifesto priorities: £25,000 per annum British Youth Council Membership: £1920 per annum 	
FORWARD PLAN KEY DECISION REFERENCE NO. 1019CAB	
The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below. <p>1. RECOMMENDATIONS</p> <p>The Cabinet is recommended to:</p> <ol style="list-style-type: none"> Recognise and commend the excellent work of the Young Mayor, William Awomoyi, and Deputy, Shea Williams, in the last year. To reinstate Croydon's membership with the British Youth Council to ensure that Croydon's Young People are represented at the UK Youth Parliament Note the extension of the current Young Mayor's Term to March 2020 to fall in line with British Youth Council Membership and UK Youth Parliament (paragraph 3.13). Note that the ongoing commitment and resource to sustain and support the Young Mayor's role and for the benefit of Croydon's children and young people (paragraph 3.20). 	

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| <p>1.5 Note the suggestions and ongoing considerations for the Young Mayor and Deputy to be provided with more direction on how to spend the Young Mayors fund while still allowing them to be creative (paragraph 3.9).</p> |
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2. EXECUTIVE SUMMARY

- 2.1 The Council has undertaken a review of the role and function of the Croydon young mayor and Deputy Young mayor and this report reflects the outcome of the review. The purpose of the review was to ensure that both roles are sustainable and embedded into Council structures in the future so that they are better able to represent the voices of Croydon's young people within the organisation.
- 2.2 The Young Mayor review is also part of a wider review of the Youth Engagement Services activity and as such are prioritising the work around the following areas:
- Edge of Care – development as a result of the Adolescence Review 2019
 - Targeted Youth Support – case work service, where the young person is impacting on the family
 - Engagement & Participation – Youth Mayor and Looked After Children/Leaving Care
 - Locality & Outreach – Diversionary programmes, community activities
 - Programmes & Specialist Delivery – Delivery in partnership with other agencies

3. DETAIL

Background

- 3.1 The Croydon Young Mayor and Deputy Young Mayor were elected in March 2018 following a borough wide publicity campaign launched in January 2018 promoting the Croydon Young Mayor Scheme. More than 12,000 young people from across the borough voted in the election.
- 3.2 The Young Mayor is elected for one year to represent the views of young people, they are encouraged to create opportunities around issues that matter to them and their communities. To do this the Young Mayor is required to:
- Listen and act on the views of young people in Croydon
 - Encourage young people to become active citizens and champion democracy
 - Recognise the value and potential in young people's ideas and fund them
 - Deliver their manifesto pledge

The work of the Young Mayor to date

- 3.3 It was anticipated that the benefits of having a Young Mayor would include:
- Increased political engagement among young people

- Increased awareness and involvement in public services and the role of public services
- Young people as positive role models among their peers and in the Croydon community
- Raised visibility of issues affecting young people
- Young people are influencers on local and national issues
- Personal development benefits for those young people involved in the scheme
- To support local councils to be better connected to young residents and can provide a positive challenge to modernise and think differently
- Politicians benefit from the views and profile of the Young Mayor.

3.4 Since the election, the Young Mayor and the Deputy Mayor have undertaken the following activities however, these have been largely un-coordinated:

- Have visited each locality youth forum to listen to the views of Croydon young people, however, these visits are not taking place on a regular basis.
- Held an initial meeting with the Borough Commander for Croydon Police Jeff Boothe and presented their own and young people's views on local policing. Secured involvement in future matters related to the LSP where young people's views are sought.
- Attended over 30 events and meetings where they represented the views of young people to the council, community, businesses and elected councillors
- Attended over 45 youth voice sessions and supported the rebranding of the youth voice offer in Croydon
- Met Steve Reed MP at Westminster and represented the young people of Croydon
- Joined the Mayor of Croydon at a number of civic events such as the opening of new businesses, attending formal meetings and Remembrance Sunday
- Attended a number of community events run by groups outside of the council (including book launches, faith celebrations, civic events, community open days)
- Represented young people in a panel debate at Youth Congress in October 2018
- Took part in an apprenticeship focus group
- Partnering with #knifefree (MOPAC) on their new campaigns and links with borough youth provision.
- Regular features in council communications including press releases, Your Croydon magazine, and social media
- Have been featured as ambassadors in the council's award-winning Choose Your Future campaign, and in promotional videos for the new Legacy Youth Zone.

Young Mayor's Fund

3.5 Another important addition has been the introduction of the **Young Mayor's Fund**, which is awarded by the Young Mayor and Deputy Young Mayor. This is an annual budget of £20,000 which has been allocated for young people to have a say in focused projects that are delivered in Croydon. Croydon young people

aged 8 – 18 years can apply for up to £2,000 to fund short-term projects, celebrations, trips and equipment that will benefit other local young people and their communities in Croydon and to assist with the Young Mayor's personal manifesto.

3.6 A total sum of £10,309 has either been paid out or awarded so far. Successful projects include:

- A youth mentoring project
- A youth video project focusing on an anti-knife crime media campaign;
- The creation of a series of anti-gang and youth violence prevention films;
- Formation of a study hub for young people where IT and educational support staff can be accessed.

3.7 While it is important to support projects in the community, there needs to be a better process for guiding the Young Mayor on areas the funding should support, in addition to a more robust method for collecting and reviewing feedback on their effectiveness.

3.8 Many aspects of the first Young Mayor have gone well, however, there needs to be a clearer structure and plan in place for the Young Mayor's Scheme to be a success, including a clearer understanding of how the role fits in with local and national structures, a defined events programme and an agreed mechanism for awarding funding and clear guidance around the activities that would support the Young Mayor's Manifesto.

3.9 **Review the Young Mayor's Fund:**

The function of the Young Mayor's Fund has been reviewed as this funding is currently only open to groups of young people that have an adult sponsor with access to a business bank account, company or community organisation. Therefore the application form and process needs to be simplified and clarified as many young people could struggle to understand what is required. But also to ensure that the funding is targeted as appropriately as possible. In order to be fully prepared, young people should be provided sufficient time to complete the application form and to also have a member of staff within the team who is able to assist and support completion of the application.

The proposal is that the £20,000 funding should also be split into three different areas giving the Young Mayor and Deputy more direction on how to spend the money but still allowing them to be creative. The three areas are:

- Good causes – Working with particular communities where there is increased poverty
- Activities – organising activities for young people
- Sponsoring – awareness weeks.

Learning from first year

3.10 Strengths

- A successful election of the first Young Mayor and Deputy Young Mayor of Croydon
- Good structures in place for electing the Young Mayor & Deputy Young Mayor
- A well engaged Young Mayor and Deputy Young Mayor that want the best for Croydon
- The corporate commitment to invest in the Young Mayor's scheme

3.11 Areas of development

- The coordination of the Young Mayor's activities needs to be strengthened. There is currently no clear guidance around how the Young Mayor's diary and the activities that the Young Mayor should be involved in are managed.
- Croydon is currently lacking links to national youth organisations such as the British Youth Council.
- The application process for the Young Mayor needs to be more robust and should emphasise the commitment that the young person will need to make and to ensure that the young people and their parents consider the impact of this role on academic commitments.
- The Young Mayor's Fund is open to groups of young people aged 8 – 18 that have an adult sponsor with access to a business bank account, company or community organisation. This criteria may restrict applications to a specific group of young people who have the ability and the appropriate contacts to pursue their interests and may therefore not be representative of all groups.

Term of Office

- 3.12 The Young Mayor and Deputy Young Mayor's term started in March 2018 and was due to end in March 2019.
- 3.13 **Extension of tenure to March 2020:** It is recommended that the council extends the current Young Mayor's term of office until March 2020, to correspond with the British Youth Council membership which runs from 1st April 2019 – 31st March 2020 and the UK Youth Parliament membership which runs from 1st March 2019 to 28th/29th February 2020. This option would ensure the Young Mayor delivers their manifesto and also has the chance to represent Croydon at the UK Youth Parliament Annual Conference & UK Youth Parliament House of Commons sitting.
- 3.14 A new Young Mayor would be elected in March 2020 and would, therefore, be able to take advantage of the full annual programme that the British Youth Council offers, with the first training session taking place in April 2020. This would enable the new Young Mayor and Deputy Young Mayor to receive maximum support from both staff within the Youth Engagement Team and the British Youth Council.

Young Mayor's tenure and future elections

- 3.15 It is recommended that the current Young Mayor and Deputy Mayor's terms of office should be extended until March 2020, to correspond with the British Youth Council membership which runs from 1st April – 31st March, and the UK Youth Parliament membership, which runs from 1st March to 28th/29th February.
- 3.16 Moving forward, a one year term is recommended in order for the elected Mayor and Deputy to fulfil their potential and deliver their manifesto and to ensure that their position is not detriment to their education and family life.
- 3.17 Croydon residents aged 12 to 17 years should be eligible to apply to stand as the Young Mayor / Member of Youth Parliament
- 3.18 A six month lead-in period (e.g. October to March) is needed to deliver a fair, high-quality election ensuring that as many young people as possible are able to get involved.
- 3.19 Engagement and promotion should include the full range of schools, including special and alternative provisions.

Support

- 3.20 Clear reporting lines, engagement mechanism and infrastructure are required to support the work of the Young Mayor and this will be provided by the voice strand which sits within the Youth Engagement Services. The voice strand is responsible for overseeing the Locality Forums, Children in Care Council, Youth Cabinet, Young Mayor and Deputy

4. CONSULTATION

- 4.1 The recommendations in this report arise from feedback received to date from a variety of sources, including staff from the Youth Engagement Team, The Mayor at the time, London Youth Assembly Member, Young Mayor & Deputy.
- 4.2 This must be young people led, so on-going development of the Young Mayor role and the election format should include consultation with:
 - Serving Young Mayor and Deputy;
 - Youth Cabinet;
 - Youth Locality Forums;
 - EMPIRE; and
 - other youth forums across the borough.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1 The financial implications of the Young Mayor fall within the following three aspects:

Election Costs: Estimated £20,000 per election which covers: candidate, preparation, campaigning, hustings, electoral services, election announcement event.

Young Mayor's fund: £20,000 per annum small grants made to groups of young people for up to £2,000 to fund short term projects, celebrations, trips and equipment that will benefit other young people and Croydon.

Young Mayor's fund operational costs: £5,000 per annum to cover incidental costs, travel and support manifesto.

British Youth Council membership: Remaining 19/20 financial/membership year £1,440. British Youth Council Membership: 20/21 estimated £1,920 per financial membership year (tends to increase by about £25 per year) this price includes the Youth Voice Leadership Development Programme and is based on two members of Youth Parliament and a Worker.

- 5.2 Revenue costs

	2019/20	2020/21	2021/22	2022/23
Election		£20,000	£20,000	£20,000
Young Mayor's Fund	£20,000	£20,000	£20,000	£20,000
Young Mayor's Fund Operational element	£5,000	£5,000	£5,000	£5,000
British Youth Council	£1,440	£1,920	£1,920	£1,920
Total	£26,440	£46,920	£46,920	£26,920

- 5.3 The election costs referred to above, and in future, will be contained within the existing Youth Engagement 2019/20 budget with the remaining revenue costs (£25k) funded through the Community Initiative Fund. Permanent growth will be required for the latter funding stream from 2020/21 and beyond.

Approved by: Kate Bingham, Head of Finance, Children, Families and Education, for and on behalf of the Director of Finance, Investment and Risk and Section 151 Officer.

6. LEGAL CONSIDERATIONS

- 6.1 The Head of Litigation and Corporate Law comments on behalf of the Director of Law and Governance that there are no direct legal implications arising from the recommendations in this report.

Approved by: Sandra Herbert, Head of Litigation and Corporate Law, for and on behalf of the Director of Law and Governance and Deputy Monitoring Officer.

7. HUMAN RESOURCES IMPACT

- 7.1 There are no Human Resources considerations arising from this report.

Approved by Nadine Maloney, Head of HR, Children Families and Education on behalf of the Director of Human Resources

8. EQUALITIES IMPACT

- 8.1 The proposals in this report are focussed on ensuring the widest possible range of Croydon's young people have the opportunity to be involved in the Young Mayor process, as candidates and also participating in the voting.
- 8.2 An Equality Analysis has been undertaken to ascertain the potential impact the change will have on protected groups
- 8.3 It was found that there would be a positive impact arising from this change and unlikely to negatively impact on any protected groups. The proposal to expand the age group of eligible young people who can apply to be a candidate will widen the reach and opportunity to more young people thereby encouraging and providing more young people with the opportunity to be active citizens and champion democracy
- 8.4 Further analysis will be conducted as part of the project planning and implementation process for the next Young Mayor Election. This will include the communications plan, candidates' eligibility and application process, any shortlisting of candidates, canvassing, election (including eligibility of voters and accessibility) and Young Mayor's functions. This will be informed by consultation with young people and completion of a Young Mayor Impact Report.

Approved by: Gavin Handford, Head of Policy and Partnerships

9. ENVIRONMENTAL IMPACT

- 9.1 There are no direct environmental implications arising from this report.

10. CRIME AND DISORDER REDUCTION IMPACT

- 10.1 There are no direct crime and disorder implications arising from this report.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 The recommendations in this report are made to:

- recognise and build upon the positive impact made by Croydon's first Young Mayor and Deputy;
- ensure that the Croydon Young Mayor role is sustainable and represents the voices of Croydon's young people; and
- Ensure equality of access to the range of opportunities arising from Croydon Young Mayor for our local young people.

12. OPTIONS CONSIDERED AND REJECTED

12.1 The election for the Young Mayor taking place every two years was rejected due to wanting to give more young people the opportunity to take up this role.

CONTACT OFFICER:

Priya Wilson (Policy & Projects Officer / Report Author)

Clive Seall (Interim Head of Early Help & Youth Engagement)

APPENDICES:

None

BACKGROUND DOCUMENTS:

None