

## For General Release

<b>REPORT TO:</b>	<b>CABINET 16 JULY 2018</b>
<b>SUBJECT:</b>	<b>Young Mayor of Croydon</b>
<b>LEAD OFFICER:</b>	<b>Eleni Ioannides Executive Director – Children, Families and Education</b> <b>David Butler Director of Education and Youth Engagement</b>
<b>CABINET MEMBER:</b>	<b>Cllr Alisa Flemming, Lead Member</b>
<b>WARDS:</b>	<b>All</b>
<b>CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON</b> Include here a brief statement on how the recommendations address one or more of the Council's Corporate Plan priorities: <a href="#">Corporate Plan 2015-18</a>	

### FINANCIAL IMPACT

The annual cost of electing and supporting the Young Mayor and providing a fund for them to carry out their manifesto commitments is £40k.

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

#### 1. RECOMMENDATIONS

The Cabinet is recommended to

- 1.1 Note the successful delivery of the pledge to raise the profile and voice of children and young people through the election of a Young Mayor.
- 1.2 Commend the high level of engagement of children and young people in the democratic process
- 1.3 Commend the work of the Young Mayor and Deputy Young Mayor to date and note future engagements
- 1.4 Support the manifesto pledges of the Young Mayor and Deputy Young Mayor through committing to direct engagement (including Cabinet meetings), consultation and championing their aims and objectives as representatives of Croydon's young people

## **2. EXECUTIVE SUMMARY**

- 2.1 This report will reaffirm the aims and objectives of the Young Mayor scheme, detail the selection, preparation and election process, reflect on activity to date and highlight future work and opportunities.

## **3. The aims and objectives of the Croydon Young Mayor scheme**

- 3.1 The Council is committed to ensuring the voices of young people are heard and acted upon. A central part of achieving this was the creation of the posts of Young Mayor and Deputy Young Mayor. This followed, and built on, other youth engagement activities such as the Youth Congress, Takeover Challenge Day and the continuing delivery of locality based youth forums.
- 3.2 The Croydon Young Mayor is elected for one year to represent the views of young people and encourage them to create opportunities around issues that matter to them and their communities. To do this they will:
- 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
- 3.3 The Young Mayor represents the largest youth population in London, some 93,500 people. Any young person aged between 14 – 17 years on the 31 August 2018 who was a resident of the borough was eligible to stand. All young people aged 11-18 who either lived, went to school or worked in the Borough were entitled to vote.

## **4. Selection and Preparation**

- 4.1 A borough wide publicity campaign launched in January 2018 sought to present the Croydon Young Mayor scheme to young people, residents and other stakeholders, and to raise the profile of the March 13<sup>th</sup> election. The recruitment of prospective candidates was carried out via a targeted approach to all Croydon secondary schools and education providers that worked with young people eligible to stand.
- 4.2 To stand as an election candidate, young people were required to obtain the signatures of 30 other Croydon young people as well as parental/carers consent and the endorsement of their education provider, workplace or community organisation. By the 5<sup>th</sup> February nominations deadline, 32 nominations had been accepted.
- 4.3 Accepted candidates attended a preparatory programme of information briefings, training, and promotional opportunities for both candidates and the scheme as a whole. This programme enabled candidate skills' growth, generate awareness for the elections and to enable candidates to engage young people with their campaign. Included within this programme was:

- A candidate election rules and process briefing on 8<sup>th</sup> February
- A three-day candidate training 'bootcamp' covering campaigning, public speaking, communication and debating skills held from 13<sup>th</sup>-15<sup>th</sup> February
- A candidate question time event (hustings) at Stanley Halls attended by an audience of young people and adults on 8<sup>th</sup> March
- A voter outreach event in Croydon Town centre on 10<sup>th</sup> March
- Additionally, candidates were supplied with equal quantities of publicity materials, such as a pull-up banner, posters, flyers and stickers along with a one-minute video speech and website space.

## **5. Election**

- 5.1 The election for the Young Mayor was held on 13 March 2018. There were 31 polling stations based in schools, colleges and community / civic spaces. In total 12,351 votes were cast which represents a turnout across the borough of 59.59% of all eligible voters.
- 5.2 Turnout was very high in a number of polling stations. The highest turnout was 96.3% and many polling stations had a turnout exceeding 80%.
- 5.3 The candidate with the most votes polled was William Awomoyi who was duly elected as Young Mayor. The candidate with the second highest number of votes cast was Shea Williams who was duly elected as Deputy Young Mayor.

## **6. Manifesto commitments of The Young Mayor and Deputy Young Mayor**

- 6.1 All election candidates submitted a 250 word manifesto and campaign priority at the point in time when nominations were received.
- 6.2 The primary manifesto objectives of the Young Mayor are:
  - Work to reduce youth crime in Croydon and encourage young people to engage in creative enriching, innovative opportunities
  - Call upon the police to increase its presence in Croydon and to encourage the borough to work towards better outcomes for young people, including those that have offended
- 6.3 The primary manifesto objectives of the Deputy Young Mayor are:
  - Support young people's ideas and work towards increasing the amount of cultural, academic and recognition opportunities for young people in Croydon.
  - Enable young people to access careers workshops out of school time.

## **7. Council support for the Young Mayor and Deputy Young Mayor**

- 7.1 The Young Mayor and Deputy Young Mayor are supported by officers in the Youth Engagement Team. This support involves ongoing development, advice and diary management in addition to liaising with external partners in order to support the achievement and publicity of the priorities of the Young Mayor and Deputy Young Mayor.

## **8. Activity to date**

- 8.1. Since the election, the Young Mayor and Deputy have embarked on a programme of weekly engagements which have supported their orientation with these new roles and positioned them to listen to young people and act on their views. This has been achieved through their engagement with young people, involvement in projects and events, and holding meetings with local officials.
- 8.2 The Young Mayor and Deputy Young Mayor have taken up their role as the Leader and Deputy leader of the Youth Cabinet and have visited each locality youth forum to listen to the views of Croydon young people which they use to shape the planning of the delivery of their manifesto pledges.
- 8.3 The Young Mayor and Deputy 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 and secured involvement in future matters related to the LSP where young people's views are sought.
- 8.4 Throughout May, the Young Mayor and Deputy Young Mayor co-created a new scheme (which carries the working title of *Young Mayor's Fund*) aimed at providing Croydon young people an opportunity to see their own ideas receive funding and council support.
- 8.5 Since the election, both the Young Mayor and Deputy have participated in a wide range of media work, and attended a number of independent and council supported community events, and openings of commercial premises to further raise the profile of the Young Mayor scheme and young people in Croydon.

## **9. Future engagements and opportunities**

- 9.1 In the months ahead both the Young Mayor and Deputy Young Mayor are set to continue working towards supporting the voice of Croydon Young People and deliver upon their manifesto pledges. To do this they are set to lead, support and champion a range of young people focused activity;
- Lead the first and second round of a Young Mayor's Fund in Croydon by supporting young people and championing their project ideas. With the support of youth cabinet members listen to project pitches and determine what projects are funded.
  - By virtue of leading youth cabinet, participate in an expanded programme of locality forums and support young people in having their views heard periodically by council directorates and elected Members.

- In an ambassadorial capacity attend community events such as Croydon Pride, the BME Youth Summit, the Youth Arts Takeover, Takeover Challenge and civic events such as Remembrance Sunday and Holocaust Memorial Day.
- In a representative capacity attend selected meetings of the Cabinet with further opportunities to join local advisory boards with key local partners, including the police and locality networks.
- Co-create and lead a consortium bid through the Mayor of London's Young Londoner's Fund.

## **10 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS**

- 10.1 Supporting the direct work of the Young Mayor is estimated to cost £20k per annum and will be funded from within existing revenue resources in the Education and Youth Engagement division budget in 2018/19, funding sources for future years will be confirmed as part of the budget setting process. This funding will enable the Young Mayor to implement their manifesto commitments during their term of office.
- 10.2 There will also be additional support provided by staff within the Education and Youth Engagement team using existing staff resources.
- 10.3 The costs of young mayor elections are estimated to be £20k per election. These costs are to be funded from existing revenue resources and are required to fund printing (e.g. election packs and ballot papers), borough-wide publicity, and youth engagement activities, workshops for candidates, candidate resources, and hire of facilities for Question Times. Staff costs associated with the annual election process will be provided by existing staff within the Youth Engagement and Electoral Services teams.

Approved by: Lisa Taylor, Director of Finance, Investment and Risk.

## **11. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER**

- 11.1 The Solicitor to the Council comments that there are no direct legal implications arising from the recommendations in this report.
- 11.2 Approved by: Sandra Herbert, Head of Litigation and Corporate Law, for and on behalf of Jacqueline Harris-Baker, Director of Law and Monitoring Officer. The Solicitor to the Council comments that there are no legal implications arising from this report.

## **12. HUMAN RESOURCES IMPACT**

- 12.1 There are no human resources implications arising from this report. The support for the Young Mayor and the Deputy Young Mayor are provided through existing staffing resources in the Youth Engagement Team.
- 12.2 Approved by: Debbie Calliste on behalf of the Director of Human Resources

### **13. EQUALITIES IMPACT**

- 13.1 The measures outlined in this report seek to ensure all children and young people, regardless of background, ethnicity, religion, gender, disability, identity or where they live in the Borough are treated as equal citizens and have democratically elected representation. Any young person between the ages of 14 – 17 is entitled to stand for election and any young person aged between 11 and 18 is entitled to vote regardless of their characteristics.

### **14. ENVIRONMENTAL IMPACT**

- 14.1 There is no environmental impact as a result of this report.

### **15. CRIME AND DISORDER REDUCTION IMPACT**

- 15.1 None

### **16. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION**

- 16.1 To ensure the ongoing involvement and engagement of Croydon's young people in local democratic process and service delivery via the annual election of a Croydon Young Mayor and Deputy, and the delivery of the Young Mayor's Fund.

### **17. OPTIONS CONSIDERED AND REJECTED**

- 17.1 None

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**CONTACT OFFICER:** David Butler, Director of Education and Youth Engagement, x65636

**BACKGROUND DOCUMENTS:** None

**APPENDICES TO THIS REPORT:** None