

Provision of Activities for Young People Select Committee

Programme – Thursday 13th November 2008- 1.15 p.m.

Wantsum Room, Sessions House

This afternoon we will have the opportunity to hear from a variety of speakers each of whom in their own way and using a range of methods, has expertise to offer and is involved with reaching out to and engaging with young people. This may be by providing help, support and a safe place to go or by their involvement in different types of media and communication especially designed to gain young people's views and involve them in positive activities.

1:15 Paul Barron, Kent Foundation

2.00 Madeleine White, Director – CreativeUK Solutions

2.45 Break

3.00 Andrew Fitzgerald – The Lighthouse Project

3.45 Blade Nzou – Voluntary Youth Worker

Paul Barron – Kent Foundation

Kent Foundation is an independent Charity established in 1985 by KCC. It has a traditionally worded constitution and was originally designed to help young people out of poverty by offering vocational training and support and helping them to start businesses.

Kent Foundation was in partnership with Princes Trust until 18 months ago following changes to Princes Trust. At that time KF began to look at new services and income generation and is now working with schools and colleges around developing entrepreneurial and creative skills.

On a more personal level 15 years ago Paul was instrumental in developing youth participation in the Youth Service. He constructed a regional youth forum in three areas which were each attended by 50/60 young people. He has always been committed to developing youth participation

Suggested themes for questions – Paul Barron

1. Background to your current role and previous experience.
2. About Kent Foundation, its original constitution and how it is developing – its contribution to encouraging young people to take part in positive activities.
3. The Funding of Kent Foundation and challenges/opportunities.
4. Examples of work with schools and colleges (e.g. Towers School).
5. In what ways does Kent Foundation work with the Youth Service and with other KCC directorates dealing with young people.
6. Are you satisfied that the current set up of Kent Foundation is correct for the role it now undertakes – what more could be done?
7. In your view what more could KCC do to encourage youth participation with a broader base and greater inclusion and whom could we involve in this?
8. Do we currently use the right methods to communicate with young people generally – what more could be done/what could be done differently.

Madeleine White – CreativeUK Solutions

Creative Solutions was set up by Madeleine in 2005. It is marketing and PR agency specialising in ethical brand-building and communication. She has forged good links with many organisations, ranging from small concerns to local and national government.

In April CreativeUK was certified as a WECONNECT member and in June Madeleine traveled to Atlanta as a guest of the Women's Business Enterprise National Council ([WBENC](#)) Chief Executive Linda Denny for their annual conference. Madeleine has written for the Guardian and the Scotsman, looking at government policy – and in particular the Healthy Lives and Enterprise Strategy. An active member of Women in Journalism, she has also written for publications such as Teaching Expertise, Psychologies and the Evening Standard.

Madeleine believes that much of the reading material available on the newsstand no longer reflects the authentic needs and aspirations of the audience it is targeted at. With this in mind, Madeleine together with her new business partner and with the help of Creative Arts Investment Networks (CAIN) is launching a project which aims to impact on the quality of magazines available to consumers in the UK and elsewhere. This new publishing house will launch four new magazines over the next two years, linked by core brand values that reflect the real needs of real people.

Madeleine conceived and initiated **Oi!** magazine in 2005 . The magazine is written and edited by teenagers, for teenagers and published by the Marlowe Academy. It has been praised regionally, nationally and internationally.

The young people who run the magazine have produced an Editorial Team Statement and a copy is attached to this document. Links to articles written by Madeleine are below:

<http://www.teachingexpertise.com/articles/engaging-teenagers-in-the-world-of-work-1659>

<http://www.teachingexpertise.com/articles/build-skills-and-stop-gang-culture-2104> .

Suggested themes for questions – Madeleine White

1. Introduction and how you came to be involved with the young people of Marlowe Academy.
2. How the magazine is run; its circulation and readership.
3. Does the magazine cater for/reach out to any particular groups of young people e.g. BME community, disabled young people, young carers, young people in care/careleavers? Do you have any contact with KCC Diversity Team?
4. What the young people who are involved in running the magazine gain from it?
5. How the readership benefits and why is this magazine different from other types of communication.
6. Any other related work with KCC, schools or youth organisations, particularly in Kent. Are there plans to extend **Oi!** across Kent – what would be the challenges and benefits of this?
7. Your view about the way we (and the media) currently depict, and communicate with young people and what if anything can be done to improve this.

Andrew Fitzgerald – Project Director, The Lighthouse Project

The Lighthouse Project is one of a number of community projects offered by the Canterbury Baptist Church. The Church offer activities to all age groups a number of which are specifically designed for children and young people including Sunday School, Messy Church, Girls & Boys Brigades, Bible Class, Youth Nights, Youth Weekends and the Sorted? Group for young people aged 16 plus.

'At Canterbury Baptist Church, we want to engage with children and young people in a positive and vibrant way. We offer activities and events that will promote growth in social, emotional, physical and spiritual development in children and young people - sharing the love of Jesus with them and offering them the opportunity to explore faith issues in a constructive and encouraging environment.'

Also, as a city centre church, a need was identified to respond to the worrying trend for people, particularly young people, to binge-drink and place themselves in risky situations.

The Lighthouse Project is based on the [SOS bus](#) project (website for Northern Ireland), which operates in Belfast, Norwich, Leicester, Torbay and elsewhere. The SOS bus is a stripped out bendy-bus which stops on the high street near clubs at 'turfing out' time providing medical and pastoral care, sexual health, alcohol and mental health advice in some case in conjunction with St. John's Ambulance.

Suggested themes for questions – Andrew Fitzgerald

1. About the project and how you came to be involved with it.
2. The operation of the project now and your plans for extending it.
3. Feedback from people who have been helped and are they ever recruited as helpers?
4. The SOS bus projects, any feedback from elsewhere and whether this is something that is planned for Canterbury or exists elsewhere in Kent. What kind of services could this potentially provide
5. Funding for the project – current and planned (St. Johns?)
6. Are there currently links with the Community Safety Partnership or Local Children's Services Partnership in your area?
7. Opportunities for intergenerational work and why this is important. What do the older members of the church feel about the Lighthouse Project – are they supportive and what views to they express?
8. Training and statutory checks for staff/volunteers
9. What challenges is the project currently facing and how it could be supported.

Blade Nzou

Blade is an inspirational young man who has chosen to give up his own time to reach out to young people in Ashford who might otherwise be at risk of getting into trouble. He and his mother Abbey, were refugees from Zimbabwe and have deeply held Christian beliefs. Blade engages with young people in their own language, giving them opportunities to learn rap and dance and inspiring them to achieve their goals.

Apart from this self-directed voluntary work, Blade works as a shopfitter and is also a student at South Kent College in Folkestone where he is learning carpentry.

Suggested themes for questions – Blade Nzou

1. About yourself and how you came to be working with young people.
2. How do you reach young people and why are your methods so successful?
3. How do you decide how long to work with each young person and what kinds of activities do you involve them in?
4. What have you learned about motivating young people and could these skills/methods be used more widely to get more young people to try different, constructive activities?
5. What, if any, agencies or organisations do you work with? Do you have any help?
6. What do you think about how young people are portrayed and what if anything needs to be done?
7. Are you in touch with other youth workers/volunteers such as yourself?
8. How do you keep in touch with the young people you work with – are we using the right types of communication and language to get through to young people?
9. How could KCC or other organisations assist you in what you do?