

YOUTH AND PLAY SERVICE ADVISORY COMMITTEE

Tuesday, 16 February 2010

Present: Councillor T Harney (Chair)

Councillors W Smith

In attendance: Lindsay Davidson
Terry Hall
Debbie McCabe

Apologies Councillors S Clarke S Quinn □ T Smith
K Hayes
C Meaden

74 WELCOME AND APOLOGIES

The Chair welcomed everyone and took apologies for absence.

75 DISCUSSION ON PROMOTING POSITIVE PERCEPTIONS OF YOUNG PEOPLE

Liam McDine thanked Rodger Phillips from Radio Merseyside and Kathryn McGiveron from the Press and PR Department for attending. Liam explained that the Committee was concerned about some of the negative images of young people in the media and was keen to have the debate about how young people could be promoted in a more positive light.

Erin Lester began the debate by asking what the media's view of young people was. Roger Philips explained that it was mainly older people who rang into his radio show. He felt that young peoples' views were underrepresented and that we all needed to be more pro-active to encourage and enable young people to come forward.

Kathryn was asked what she could do to promote young people in her role as Head of Press and PR. Kathryn said her job was to promote the Council and that many positive stories already come through from the Youth Service, such as the Wirral Youth Theatre. Kathryn stated that the media are more likely to be interested in stories which have a personal interest aspect.

The EYB asked if it would be possible to have a page in a local paper to promote good news stories about young people. Kathryn said that she would be happy to help the EYB to approach the local newspapers about a regular column but that it may be more feasible for them to have a blog or news column on the new TeenWirral website.

Roger suggested that there could be a possibility for young people to do weather reports on the Tony Snell (Radio Merseyside breakfast show) where Tony rings someone to ask what the weather is like where they are in Merseyside. Roger also explained the possibility of a young person doing the newspaper reviews on the morning breakfast show.

There was a debate about how positive stories can be fed through to the press office by officers and the EYB. Kathryn offered to meet regularly with the EYB to action this point and be a point of contact for advice on publicity opportunities.

The Chair thanked Roger and Kathryn for their positive input and support.

Resolved:

- (i) **That Kathryn McGiveron and Roger Philips be thanked for attending the meeting.**
- (ii) **That the EYB have a standard agenda item about positive images of young people.**
- (iii) **That Council officers pass on details of positive stories from YAPSAC to the press office for consideration as press releases.**

76 MINUTES OF PREVIOUS MEETING

The minutes were checked and no corrections were needed.

Resolved:

That the minutes of the previous meeting held on 27 October 2009 be accepted as a true record.

77 HEAD OF SERVICE REPORT

The Acting Head of Service, Lindsay Davidson, presented the report of the Service's recent activities and drew the Committee's attention to the following:

- a) Jenny Lloyd has retired after working with the Service for over 30 years;
- b) Charles Gilroy will be retiring at the end of March 2010
- c) The Play point initiative is continuing at Eastham Youth Club on a Tuesday evening;
- d) Cavendish Youth Club is proving to very popular with young people since its recent refurbishments;
- e) As part of diversionary activities for Mischief Night the outreach teams organised a football tournament at the soccer dome;
- f) Young people from Wallasey Young People's project put up Christmas decoration and sang carols at a residential home for older people;
- g) The Seven Kings group have been attending badminton sessions at Grange Road West sports centre;
- h) Greasby Youth Club has offered young people workshops on firework safety;
- i) Leasowe Youth Club has been supporting Arena Housing to design a logo for youth friendly organisations on the estate;
- j) Wirral Youth Theatre is supporting a group of young men who are looking at performance opportunities for break-dance;

- k) The Youth Theatre's 'Fame Factor' performance is occurring at Pacific Road this week;
- l) The Theatre's massive project will coincide with and assist in the launch of the Youth Hubs in April;
- m) Response's housing advice team is delivery information, advice and guidance sessions in youth clubs as part of the successful bid to the District Activity Fund;
- n) The Tier 3 substance misuse team have been engaging with a particularly hard to reach group of young men to access then to appropriate support services;
- o) 30 young people will shortly receive their Gold Duke of Edinburgh Award from Prince Phillip at St James' Palace;
- p) The Belvidere Centre hosted a four course Christmas meal for 40 young people and members of the management committee;
- q) The Play Council has been successful in gaining an Aiming High grant for continuity of the special needs play scheme;
- r) The Community Play Rangers are holding indoor winter activity programmes and will return to outdoor sessions at Easter;
- s) The Lottery funded Play for All Coordinator is now in post;
- t) A management programme for frontline managers within Integrated Youth Support services is now underway;
- u) A Councillor shadowing programme will commence in May, in Wirral initially 12 young people will shadow elected members for 25 hours over a 1-6 week period;
- v) The 2010 UKYP elections are underway and sound bites from candidates' can be found on the internet;
- w) The reconfiguration of the Youth Service is underway with staff relocations commencing. The four Youth Hubs will launch in April.

There was some debate about the Duke of Edinburgh's Award and the reasons for an apparent greater number of young people proceeding to Gold.

Resolved

- i) That Dave Decorte be invited to the next meeting to discuss the Duke of Edinburgh's Award; and
- ii) That the Head of service be thanked for her report.

78 BEECHWOOD PLAY SCHEME PRESENTATION

Prior to the meeting there was a dance presentation by the children from Beechwood Playscheme. This was well received and the Committee thanked the children and staff.

79 REACT PROJECT REPORT

The Acting Head of Service, Lindsay Davidson presented a report about the React project at Fender Youth Club. The project has been led by young people acting as peer educators to raise awareness of the dangers of knife crime. The young people involved have produced graffiti art posters and leaflets to further raise awareness of some of the issues.

Resolved:

- i) The officers be thanked for their report.

80 CHARING CROSS PRESENTATION

Tim Edwards the Principal Youth Worker at Charing Cross Youth Club introduced the presentation and Chris Lennon and Chloe Stanley. Chris informed the Committee that he had taken part in an abseiling event to raise money for stroke victims. Chris had abseiled down the Cunard Building in Liverpool on Halloween dressed as Dracula and had raised £280 for the charity.

Resolved:

The Committee congratulated Chris and thanked Chris and Chloe for attending tonight's meeting.

81 DEVELOPMENT PLAN UPDATE

The Acting Head of Service, Lindsay Davidson tabled a report to update the Committee about the Service's progress in terms on the 2010-2011 development plan.

Resolved:

- i) The officers be thanked for their report.

82 ANY OTHER BUSINESS

There were no other business items.

Liam McDine handed the Chair back to Cllr Harney who thanked the Executive Youth Board for chairing the meeting.

83 DATE OF NEXT MEETING

This will be set after May 2010.