



NOTES
OF THE MEETING OF THE
COMMUNITY DEVELOPMENT GROUP
THURSDAY 1 JUNE 2017

Held at 7PM in Council Chamber A, Rushcliffe Arena, Rugby Road, West Bridgford

PRESENT:

Councillors J E Thurman (Vice Chairman in the Chair), M Buckle, M J Edwards, R A Inglis, F A Purdue-Horan, J G A Wheeler

ALSO IN ATTENDANCE:

D Drury NGi
G Wood NGi

OFFICERS PRESENT:

M Emerson YouNG Intern
K Dewale YouNG Ambassador
A Graham Chief Executive
D Hayden Principal Community Development Officer
D Mitchell Executive Manager – Communities
D Mumba YouNG Intern
L Webb Constitutional Services Officer
M Yorke YouNG Apprentice

APOLOGIES FOR ABSENCE:

Councillors T Combellack

NON-ATTENDERS:

Councillors B Buschman and K A Khan.

1. Declarations of Interest

There were none declared.

2. Notes of the Previous Meeting

The notes of the meeting held on Tuesday 21 February 2017 were accepted as a true record. The Chairman was concerned that there had been no response from Mr Berrill of Nottinghamshire County Council in regards to him providing the Group with an updated postcode map of broadband coverage for the Borough.

3. Review and Future of YouNG.

The Community Development Group first received a presentation from the Chief Executive in which he explained the concept of the YouNG project. Councillor's made the Chief Executive aware that they were all aware of what YouNG was but that they had little if any experience of how it operates. The Chief Executive explained that YouNG was launched in 2012 as the outcome of the Olympic legacy which aimed to release the talent of the next generation

of young people and inspire them to achieve. YouNG Ambassadors are employed by Rushcliffe Borough Council, one from each secondary school in the Borough in which their aim is to use the power of social media to promote YouNG in their school. The YouNG Ambassadors also gain work experience through planning and delivering two YouNG Markets a year, which have been growing in popularity. The Chief Executive believed that the main concept of YouNG is that it is currently delivered for young people by young people as the project is managed by two interns from Nottingham Trent University, a social media apprentice and the seven YouNG ambassadors.

The Chief Executive explained that YouNG's main target are the secondary schools in Rushcliffe and in particular the young students he described as the 'forgotten middle' as even though they are all high performing schools it is hard to believe that all students are performing at the highest level.

The Chief Executive explained to the Group that the review conducted by consultants Internet Guru regarding the impact of YouNG had helped in clarifying the current impact of the initiative and had concluded that there was a case for further development. The group were then presented with some options of different organisations that YouNG could work with in order to increase the range of young people that the project could work with.

It was considered that there may be an opportunity for YouNG to work more closely with Positive Futures who are a charitable trust. This would mean that YouNG could have greater access to young people who are in need of direction and help to enter the work place.

The Chief Executive also raised the opportunity for YouNG to further develop their work with NGi who are a local West Bridgford based company who the Council is working with in delivering the YouNG goes Euro project with international partners. The company had been successful in bringing in Erasmus+ European funding and this could be expanded further.

Finally the Chief Executive asked the Group to evaluate whether YouNG was sustainable for the future and whether the project was innovative or simply replicating similar projects in a crowded market by answering the following questions...

- Can it be sustainable?
- Is it providing added value?
- Is it meeting the Councils corporate objectives?
- Should we develop a business model to bring back to you and Cabinet?

In the absence of Internet Guru, The Principal Community Development Officer next gave a presentation covering their key findings. Internet Guru were commissioned in September 2016 to review the success of the YouNG initiative and to make recommendations regarding the future. They concluded that YouNG was a careers discovery initiative, which helps a young person figure out what they want to do in the future based on their own interests whilst educating them about the world of work. Internet Guru carried out research including over forty hours of interviews and then gave recommendations of how YouNG can continue in the short and long term. Internet Guru carried out

interviews with Councillor's, YouNG employees and the secondary schools in Rushcliffe. They also interviewed partners at a regional level such as employees of Gedling Borough Council, Nottinghamshire County Council and Nottingham Trent University.

It was concluded that overall YouNG had a positive impact upon young people. One of their key findings was that YouNG's unique selling point was that it was delivered for young people by young people which enables young people to gain hands on work experience. Internet Guru were also particularly in favour of the work experience and the YouNG market elements of the project. They recognised that nationally and locally there is a shortage of work readiness within young people. In the short term Internet Guru suggested that YouNG should engage with more young people as this would improve the cost benefit ratio. The report stated the importance of Rushcliffe Borough Council continuing to invest in the project however, Internet Guru could see YouNG becoming independent of Rushcliffe Borough Council by 2020 but with the Council maintaining some influence.

After considering options for the future of YouNG the Principal Community Development Officer stated that he would recommend developing YouNG by capitalising on its existing achievements in order to increase its impact and reach to young people. The Principal Community Development Officer then asked Councillors to consider the next steps of committing to its on-going funding, to engage regional influencers and to develop a three year plan to move YouNG to a regional initiative.

The next presentation was given by Mr Drury of NGi who explained that they are a company based in West Bridgford that has over 50 years combined experience of working in sales, marketing, learning, development and further education. NGi focuses on apprenticeships, employability and enterprise with national and international organisations to share experiences, identify best practice and develop new work programmes for young people to help them succeed in a global environment.

NGi were of the belief that the UK education system is not adequately preparing young people for their future after education, mainly due to the loss of experiential learning. Mr Drury explained that there have been several national reports identifying that the current education system often leaves young people lacking in skills to enter the workplace. Young people should be given the opportunity to understand the world of work through engagement with employers and meaningful work experience which was one of the main objectives of the YouNG initiative.

Mr Drury explained that the YouNG Goes Euro project aims to internationalise YouNG. The three year project has secured €331,000 worth of funding through the Erasmus+ programme which aims to export the YouNG market concept to Italy, Poland and Slovakia. Mr Drury stated that NGi are developing a short course for young people to teach them about international trading and are currently working on an E Enterprise concept, teaching young people how to sell online internationally. As part of the project, the funding provides the opportunity for young people of Rushcliffe to take part in a European YouNG Market to learn how to trade internationally. In November 2016 Rushcliffe Borough Council took a cohort of ten students to Rome to trade their hand

made products at a YouNG Market in which they made over €550 worth of sales. The project is currently on track and is due to finish in September 2018.

Another project which NGi are currently working on is the Enterprise Advisor Network aspect of the Careers and Enterprise Company which is funded by D2N2. They aim to work with schools to help them build plans for careers education and to help them gain connections with employers. They are now working with twenty two schools across Rushcliffe, Gedling, Broxtowe and Newark and Sherwood. As NGi now have these connections with these schools they are using this opportunity to promote YouNG by organising for the YouNG employees to present assemblies to students.

After considering the Internet Guru report NGi believed that it does not have a clear path for future activity and that due to their experiences they believed that some of the suggestions within the report would not work. They believed that it would be more beneficial to become more 'self-sustaining' by increasing its income. Mr Drury outlined their recommendations for the future options of YouNG including reducing the salaries of the employees of YouNG, reducing the number of ambassadors and seeking corporate sponsorship. During the presentation the YouNG employees spoke to Councillor's about their area of work and what skills they have gained whilst working for the YouNG project. All members of the YouNG team were in agreement that they had gained valuable experience and that by working for YouNG they had improved their communication, time management and leadership skills.

Mr Drury also outlined their recommendations for work experience placements and YouNG Markets which included the development of a work experience app to 'best match' young people to work experience opportunities and to develop an 8 week market and enterprise skills programme for schools. They also considered that there is an opportunity to expand on the YouNG Goes Euro project by applying for more funding to take more young people to sell their products abroad and by developing an online trading platform.

In conclusion NGi's key recommendations were to expand on the YouNG market concept and to create further income by developing a sponsorship model. To make the most of European funding whilst the United Kingdom is still part of the EU, by also making Councillor's aware that we will always be part of a global environment. NGi recommended that the next steps would be to reconsider the level of funding that Rushcliffe Borough Council are able to commit to, to recruit a leader of the project who would be a dedicated resource to take it onto the next stage and for YouNG to gain its own identity whilst still being under the authority of the Council.

Once the presentations had concluded Councillors asked questions and made a number of comments in regards to their recommendations. The Chairman praised the aspect of the YouNG markets and requested for more information in regards to NGi's suggestion to sell an eight week YouNG Market package to the schools. NGi responded that this would be an eight week term package to promote to the schools where they would be able to recruit YouNG ambassadors to organise a YouNG Market and traders to sell at a YouNG Market. Councillor J. Wheeler also agreed with the Chairman and stated that YouNG's focus should be promoting business within the schools as he believed that young people aged 16 – 25 were not prepared for the world of

work once they leave education. He recommended that YouNG now needs a strategic aim with an end goal.

Councillor Buckle then asked the officers how many young people have not been able to be a part of YouNG due to funding and capacity. The Principal Community Development Officer stated that the YouNG markets are growing in popularity but as there are only two markets are held a year, not everyone who applies is able to become a stall holder. The Principal Community Development Officer also commented on the increased demand for requests for work experience and stated that better relationships with local businesses in order to create more work experience placements could be improved. The Chief Executive also informed Councillor's that becoming an ambassador is similar to applying for a job, the YouNG team receive applications from the students and undertake interviews in order to select the successful candidate. Mr Wood also believed that due to the popularity of the YouNG Markets young people could easily receive 40 – 50 applications throughout the schools in Rushcliffe.

After further questions, the Chief Executive stated that YouNG was not trying to replicate other companies such as the Princes Trust and Young Enterprise and believed that the concept that YouNG is run for young people by young people makes the consistency fresh. Councillor Buckle also agreed that a work experience sales pitch should be sold to businesses in order to increase their corporate social responsibility. The YouNG ambassadors then stated that they had delivered sales pitches to members of Rushcliffe Borough Council staff and agreed that work experience should be sold as an opportunity rather than a chore.

Councillor Inglis praised the YouNG team and saw them as positive role models for the Borough. He agreed that the Council should continue to support and promote the project. Councillor Edwards also agreed that the YouNG ambassadors selected for the project had prospered; however, he was concerned that only 234 young people had taken part in the project over four years. Councillor Edwards believed that YouNG needed to develop a critical mass in order to progress. Referring to the Internet Guru report, Councillor Edwards disagreed with the recommendation to appoint a project leader for three days a week in order to create this critical mass. However, Councillor Edwards did agree with the recommendation that YouNG needs to decide on a target market to aim for in order to stop focusing on too many aspects.

It was also suggested that YouNG is opened up to the further education colleges however the Chief Executive remarked that although Central College have been involved previously there was an issue of how the Colleges work alongside the schools. The Chief Executive also revealed to the Group that the two YouNG interns were students at Nottingham Trent University and that the Council were able to create a deal with the university whereby the Council funded one intern and the university the other. There were concerns that the schools in Rushcliffe were criticised in NGi's presentation in regards to the education system not efficiently preparing their students for their future career. The Chief Executive reassured Councillors that the schools are often measured on the qualification achievements of their students and so it is hard for schools to provide careers education. For example, the YouNG Ambassador stated that due to the students busy schedules whilst preparing

for their GCSE exams the students find it difficult to seek advice with their schools careers advisor during school hours. The Chief Executive stated that it is evident that the government are starting to highlight workability as important although the pressure points are still not there for the schools to fully implement effective careers education. The Chief Executive also stated that Internet Guru were chosen to undertake the research and publish the report due to their independency from working with the Council.

In concluding the item the Chief Executive suggested that further clarity was needed for Councillor's in outlining the changes that could be implemented in order to develop YouNG.

ACTION: The officers and NGi to report back to the next Community Development Group Meeting in August to provide more clarity to Councillor's about the changes that could be implemented.

It was AGREED that:

- a) A further report to be provided to Community Development Group detailing the future plan for the continuation and development of YouNG.

4. Community Development Group Annual Report 2016/17

The Community Development Group Annual Report 2016/17 was AGREED and APPROVED.

5. Work Programme

Date of Meeting	Item
22 August 2017	<ul style="list-style-type: none"> • YouNG • Nature Conservation Strategy with a focus on Tree Provision • Work Programme
21 November 2017	<ul style="list-style-type: none"> • YouNG • Work Programme
20 February 2018	<ul style="list-style-type: none"> • Update on Rural Broadband • Review of the Public Spaces Protection Order • Work Programme

The meeting closed at 9.15 pm.

Action Sheet

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Minute Number	Actions	Officer Responsible
3.	The Officers to report back to the next Community Development Group Meeting in August to provide more clarity to Councillor's about the changes that could be implemented.	Executive Manager – Communities