



Sefton CVS
Supporting Local Communities

Sefton Council 



NOVEMBER 2020

SYMBOL

SEFTON YOUTH MAKING BETTER
OPPORTUNITIES WITH LEADERS

12TH NOVEMBER 2020

Improving Communication and
Engagement with Young People

01

SYMBOL

SYMBOL meetings are an opportunity for young people to meet and work collaboratively with key decision makers in Sefton.

Young people are involved in the planning and delivery of SYMBOL activity and attendees vote on the topics that are important to them.

Being a member of SYMBOL means a young person can play an active role in their community, with a direct line of communication with key decision makers, such as councilors and senior managers at Sefton Council including representatives from Public Health, Merseyside Police and more. There are SYMBOL meetings three times a year at different locations around the borough and more recently have been held online due to the Covid-19 pandemic.

SYMBOL meetings have covered topics including:

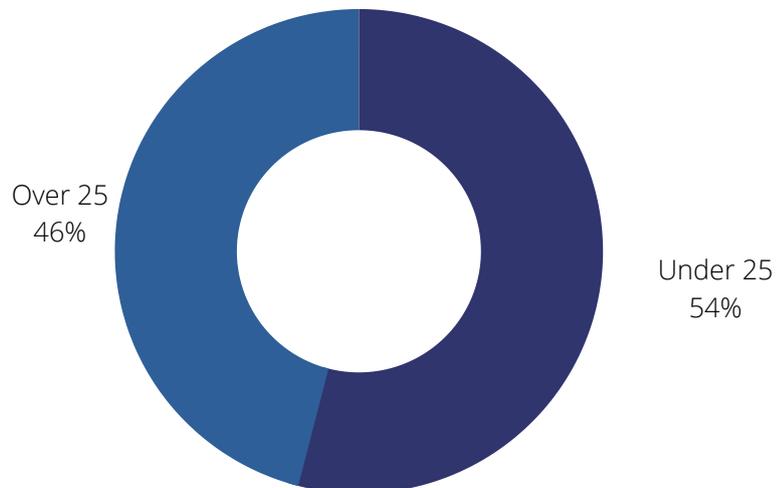
- Sex and Relationships Education
- A Curriculum for Life
- Skills Development and Employment
- Economic Wellbeing
- Gun and Gang Crime

THE MEETING

The meeting took place on Thursday 12th November 2020 and due to Covid-19 restrictions, was held remotely on Zoom.

In total 15 young people attended the meeting and 13 adults attended. This was lower numbers than originally anticipated, engagement was affected by changing restrictions due to Covid-19.

For the purpose of this document, when referring to a young person, we are referring to someone aged 25 or younger.



During the meeting Cllr Paulette Lappin discussed the reasons why communicating with young people is important to the Council and why the Council would like to be better at communicating with young people.

The discussion around communication with young people led into a presentation and into two focus group discussions to talk in more detail. Polls were also used to gather the views of young people and senior leaders across Sefton.

03

WHAT CAN THE COUNCIL DO DIFFERENTLY WHEN COMMUNICATING WITH YOUNG PEOPLE?

Young people discussed in break out rooms via Zoom what they thought that the Council could do differently when communicating with young people.

Young people suggested:

- Newsletters
 - Promotion of social media accounts
 - Billboards
 - Physical posters
 - Councillors could get involved with 'Schools Get Talking'
-



"I think it would be useful if more schools were involved in 'Schools Get Talking' to hear more people's views."

04

WHAT ROLE CAN YOUNG PEOPLE PLAY IN HELPING THE COUNCIL COMMUNICATE WITH LOCAL COMMUNITIES?

Young people discussed in break out rooms via Zoom what role they thought that young people could play to help the council communicate with local communities:

Young people suggested:

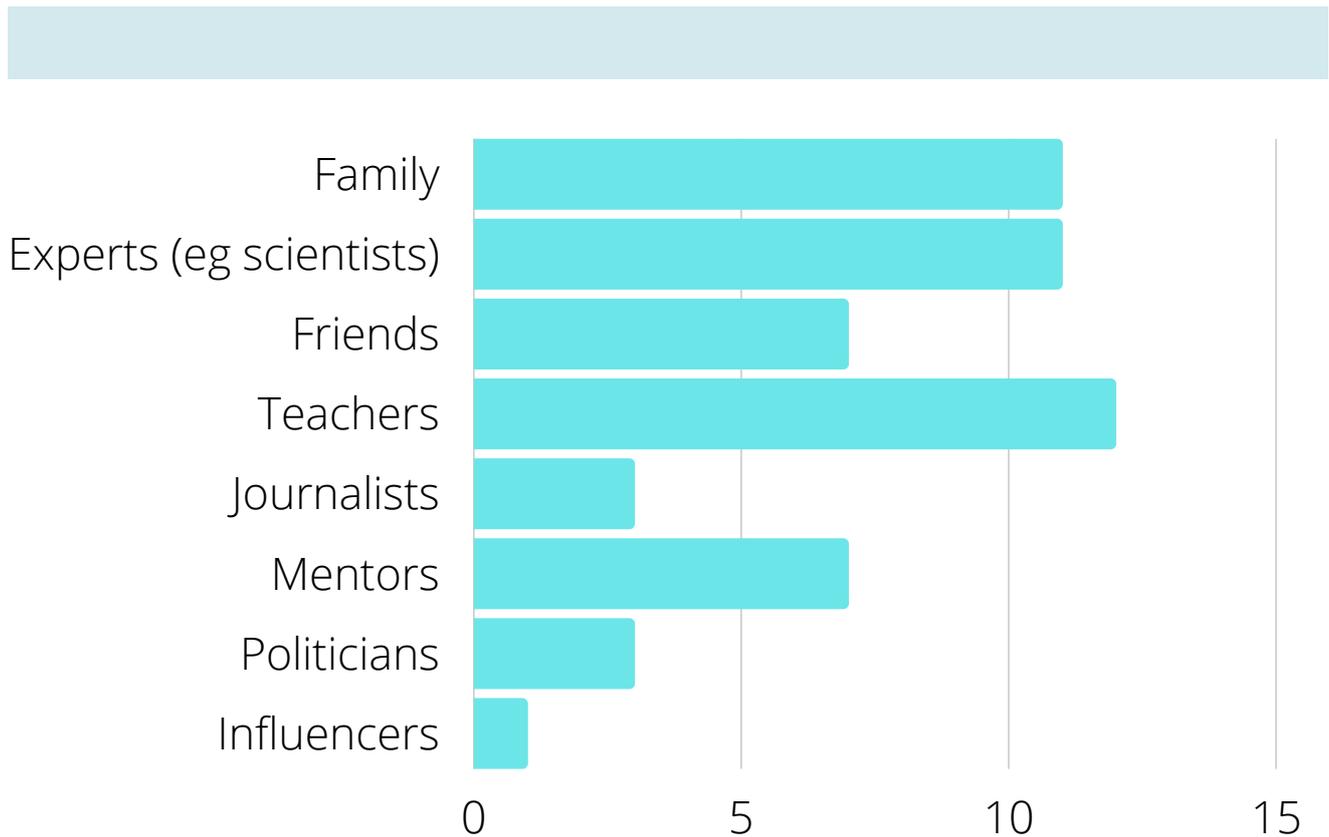
- Using short and useful information rather than long documents that young people won't read
- Involving young people in the social media and marketing for the Council
- Young people could facilitate conversations with family/friends and feedback to the Council
- More consultation with young people involving development especially over the next 20 to 30 years

"Young people should be involved in Council social media, as we know what we like."

05

A NUMBER OF POLLS WERE USED THROUGHOUT THE MEETING TO GATHER FURTHER VIEWS FROM THE PARTICIPANTS...

Q1. WHICH PEOPLE DO YOU TRUST TO GET INFORMATION FROM?

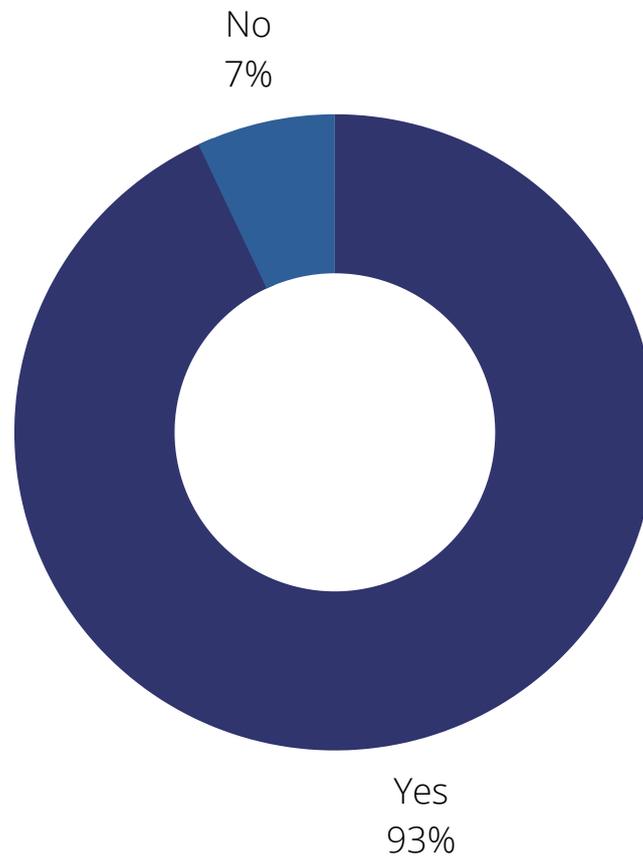


When all SYMBOL participants were asked which people were most trusted to get information from; teachers were seen to be the most important, as represented in the graph above.

The under 25s at the meeting selected experts (eg scientists) and teachers to be the joint most trusted people to get information from. This could be due to the factual knowledge that both groups of people give out.

06

Q2. DO YOU USE SOCIAL MEDIA?

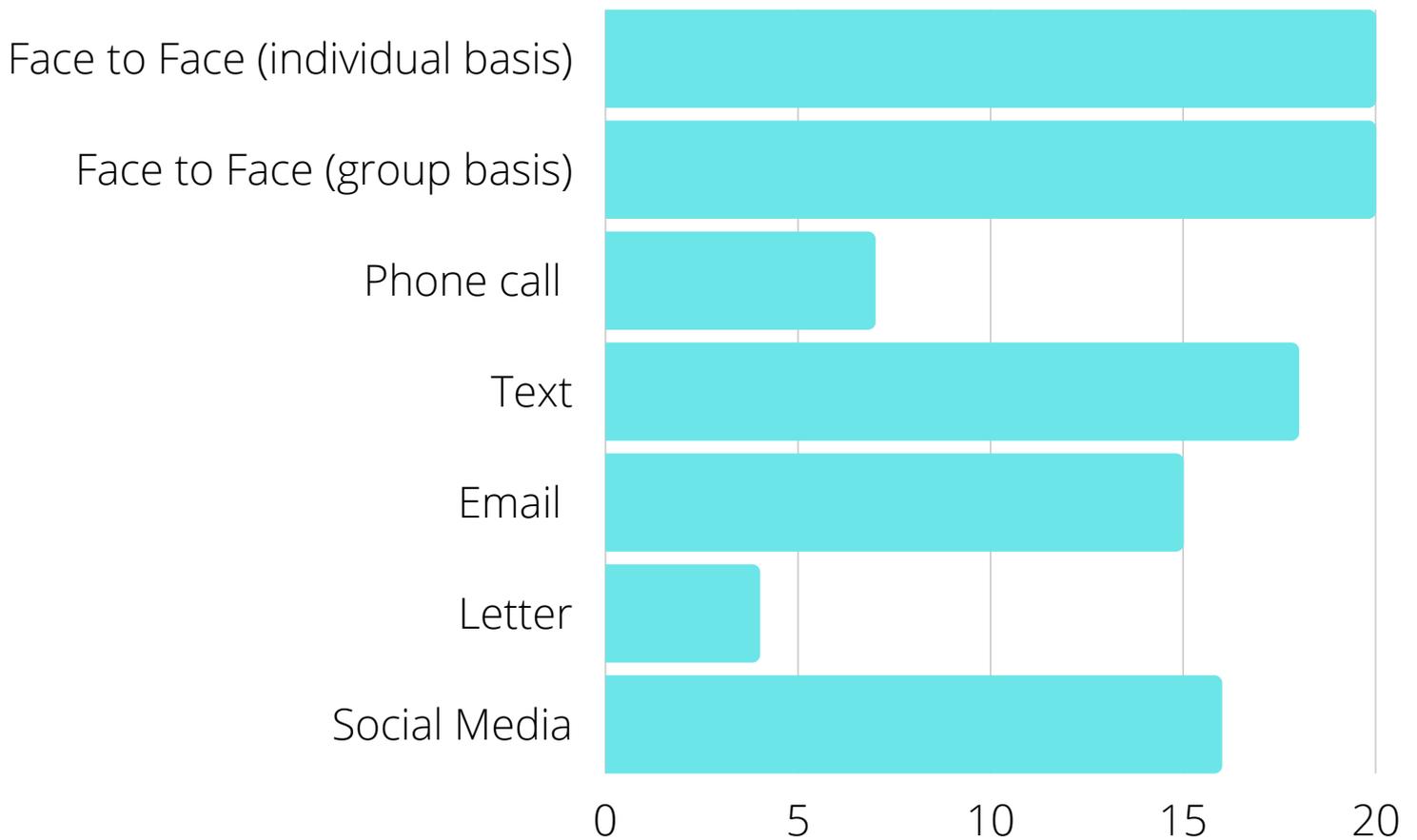


When asked who used social media, the majority (26 participants) said yes. Of the two participants that said no, one of those was from the under 25's category and one was from the over 25's category.

The younger participants at the SYMBOL meeting were aged from 13 - 25 so all were the legal age necessary to use social media, which is 13.

07

Q3. WHICH COMMUNICATION PLATFORM/S DO YOU PREFER TO USE?

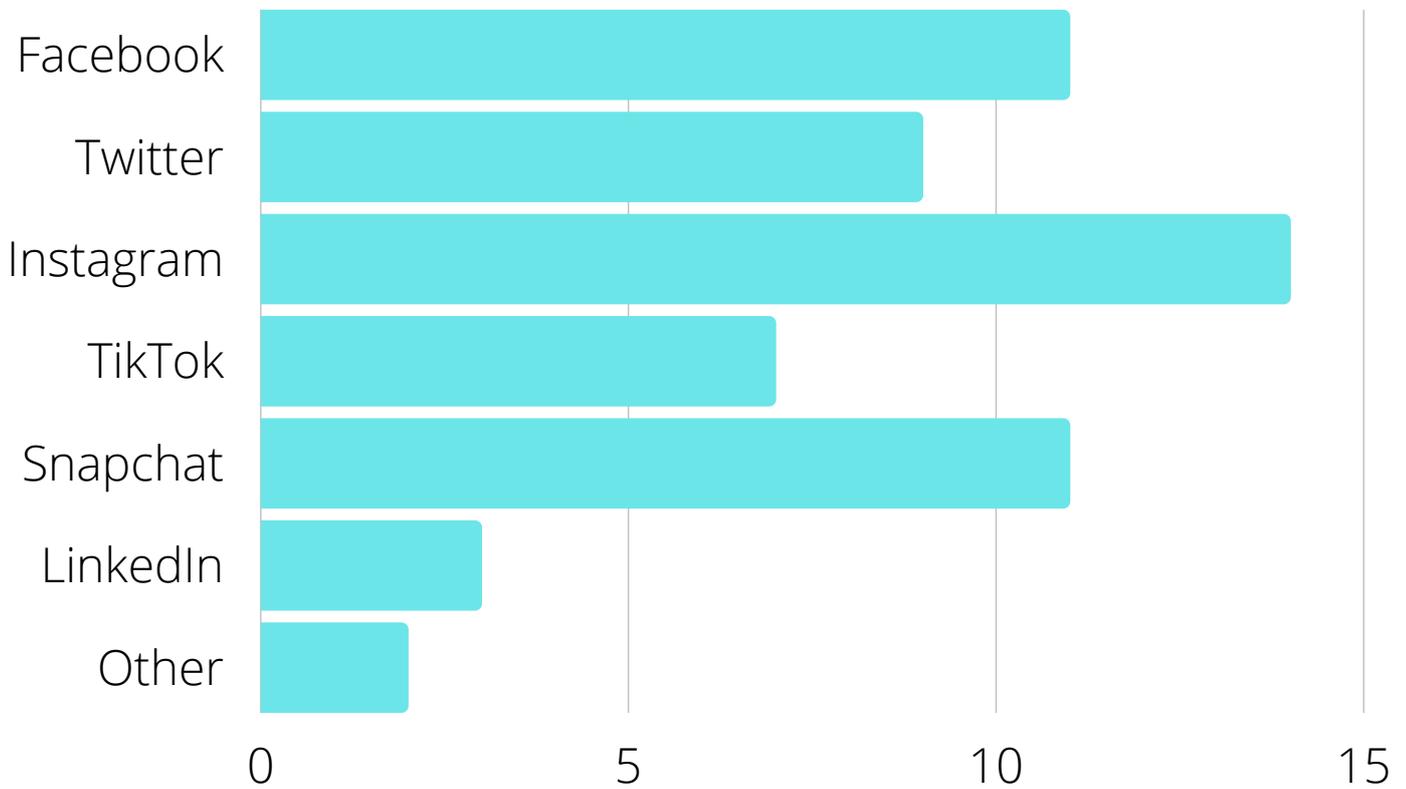


As seen from the graph above, face to face (individual basis) and face to face (group basis) were the most popular platforms for communication.

The young people (under 25) at the SYMBOL meeting selected that face to face (individual basis) was their preferred platform for communication and every young person that participated in the polls selected that one of their preferred communication platforms was a face to face method; whether that be on an individual or group basis. This could be due to information being able to be shared quickly and efficiently face to face.

08

Q4. WHICH SOCIAL MEDIA PLATFORMS DO YOU USE OFTEN?



When asked, what social media platforms SYMBOL attendees used most often; Instagram was the most common answer with 14 people using this site. Of the people that selected Instagram, 12 of those were under 25's making it the most popular social media site with young people. This information may be useful when trying to reach young people on social media.

The least used social media platform was 'other', followed by LinkedIn that is only used by 3 young people that attended SYMBOL.

09

SEFTON VOICES PROJECT

The Sefton Young Advisors produced a video asking young people to share their positive thoughts and experiences during the first Covid-19 pandemic lockdown.

The Young Advisors asked young people to share their thoughts about lockdown, these included:

- What they have enjoyed about being at home
- How they kept healthy
- What a good day in lockdown looked like
- What they have done during lockdown to make a difference

The Young Advisors asked for children and young people to send in their responses to the questions via video and the Young Advisors edited the responses together to form a video that is uplifting and positive.

The video can be accessed via YouTube or following this link:
<https://www.youtube.com/watch?v=cROx7sDI2RQ>

This video was shared at the SYMBOL meeting.