

NORTH LINCOLNSHIRE COUNCIL

CABINET

MAKE YOUR MARK 2015

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To update Cabinet of the outcomes of Make Your Mark, the British Youth Council's Annual Youth Ballot.
- 1.2 To highlight that North Lincolnshire significantly exceeded the 21% target set by the British Youth Council. The final number of votes cast was **5902** which represented **44%** of the eligible voting turnout.

2. BACKGROUND INFORMATION

- 2.1 Make Your Mark is the British Youth Council's annual youth ballot where young people across the country have their say on issues that matters to them. Young people are encouraged to vote after which the results are collated and the top five issues are debated in the House of Commons by members of the UK Youth Parliament. The outcomes help to shape the British Youth Council's national campaign as well as influencing local action and priority setting.
- 2.2 In 2014, 875,000 young people nationwide cast their vote in Make Your Mark. Locally, 3340 young people voted which constituted 21.17% of the eligible voting turnout. This exceeded our 17% target of 2784 votes, which was set by the British Youth Council, and constitutes a year on year improvement in the number of ballots submitted.
- 2.3 The outcomes of Mark Your Mark 2014 were used to directly shape local action and priority setting. Young people's views arising from Make Your Mark significantly influenced the Children and Young People's Plan refresh for 2015/16 and the underpinning priority actions.
- 2.4 In 2015, the national target was set at 1,000,000 votes. The British Youth Council set each area a target of 21% of the eligible voting turnout, which locally translated as 2808 votes. As a result of our successes in 2014, we set a stretch target of 3500 votes.
- 2.5 Preparation for Make Your Mark has been led by young people themselves. Young People have also been supported by schools, other settings and the Participation Team whom co-ordinated and led specific school assemblies, promotional stalls at events and focused visits to schools.

2.6 Twenty educational establishments engaged in the process.

3. **OPTIONS FOR CONSIDERATION**

3.1 Make Your Mark 2015 commenced on 12th August 2015 and culminated on the 9th October 2015. Work has been undertaken to raise awareness of the process, the benefits of voting and the impact of the vote and to support and encourage young people to cast their votes.

3.2 Locally, we significantly exceeded the target set by the British Youth Council and our own stretch target. The final number of votes cast was **5902** which represented **44%** of the eligible voting turnout and the continuation of our year on year improvement.

4. **ANALYSIS OF OPTIONS**

4.1 The national top five issues arising from Make Your Mark 2015 are:

- Living wage
- A curriculum to prepare us for life
- Mental health
- Transport
- Tackling racism and religious discrimination

The top five local issues are:

- Living wage
- A curriculum to prepare us for life
- Mental health
- Transport
- Votes at 16

4.2 Some of these issues replicate the issues identified in 2014 and reinforce the importance of them as issues that matter to young people. Specific projects and initiatives are underway in relation to how young peoples' voices are influencing careers, work experience, transport and emotional health and wellbeing.

4.3 The outcomes of Make Your Mark 2015 will form the basis of the areas for discussion at the Youth Great Debates which are taking place on 25th and 27th November 2015. This in turn will inform and shape the local response to Make Your Mark.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 There are no specific resource implications as a direct consequence of this report.

6. **OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

6.1 Not applicable.

7. **OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 There has been an extensive consultation process involving young people across a range of schools and settings.

8. **RECOMMENDATIONS**

8.1 Cabinet welcomes success and outcomes of Make Your Mark.

DIRECTOR OF PEOPLE

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Background Papers used in the preparation of this report: None