Norwich Youth Advisory Board (YAB)
Minutes of meeting: Thursday 29th August May 2019
Woolgate Court, Norwich

In attendance:  
Amado – Young Commissioner  
Amy – Young Commissioner  
Brandon – Young Commissioner  
Danielle – Young Commissioner  
Declan – Young Commissioner  
Elena – Norfolk County Council  
Emma – Norfolk County Council  
Evelina – Young Commissioner  
Izzy – Young Commissioner  
Jadiza – Young Commissioner  
Jaz – Young Commissioner  
Karen – MAP  
Karen – Norwich City Council  
Keegan – Young Commissioner  
Maisie – Young Commissioner  
Scarlett – Young Commissioner  
Tallulah – Young Commissioner  
Tia – Young Commissioner

Also in attendance:  
Jess - MAP  
Karen - MAP (Minutes)  
Kate - MAP  
Lizzy – MAP  
Lucy - MAP

Apologies:  
Anne – Norfolk Constabulary  
April – Norfolk County Council  
Colin - Matthew Project  
Debbie - NHS  
Fay - NHS  
Glyndwr - Aviva  
Graham - Norfolk Constabulary  
Imogen – NHS  
Jade – Norfolk County Council  
Jess - The Magdalene Group  
Joe - City College Norwich  
Kate - Norwich City Council  
Laura - NHS  
Lisa - NHS  
Lucy - Norfolk County Council  
Neil - Notre Dame High School  
Robin – Norfolk County Council  
Roshan - New Routes  
Sam - Norfolk Constabulary  
Terry - Norfolk Constabulary

1.0 Welcomes, apologies and Icebreaker

1.1 Chair and Vice Chair welcomed the board members to the meeting and introductions were made. Chair and Vice Chair thanked Jaz for doing a great job for the last year as chair.

1.2 As an ice breaker everyone said the thing enjoyed most this summer

2.0 Stop Smoking Project Feedback

2.1 The Matthew Project’s quarter 2 report was distributed to the board members along with a document containing YAB feedback and responses from the Matthew Project for quarter 3. The board split out into groups to discuss successes, challenges and key learning points, these being:

Successes

- We felt that the provider has successfully raised awareness of the risks/dangers of smoking in circles of young people.
- With the tools available to them the provider had some successes.
- The second half of the project saw more progress in meeting outputs and outcomes.
Challenges

- Social media engagement limited, many young commissioners did not end up targeted by the social media adds – not clear whether this was successful. Instagram is the preferred platform by younger age group of young people.
- Engagement of the media team was not targeted at Norwich young people and the provider had difficulty.
- Working with parents: other people smoking in the household was a huge barrier for young people who engaged with the project as there wasn’t any support in the home.
- Change the culture of the school – young people were reluctant to speak out or admit to smoking and therefore less likely to access support.
- Raise awareness of dodgy tobacco.
- More outreach and detached work in parks.

Key Learning Points

- Young people can be influenced by friends, and this could be utilised and explored by providers in the future. Groups of young people can support their friends to quit etc.
- There needs to be an approach to minimise the risk and harm of smoking if it can’t be eliminated and provision to work with groups who aren’t quite ready to quit.
- Paid staff need to be delivering the project, as the volunteers did not manage to produce many quits.
- Legal age to smoke: Legislation needs to be in line with age 18.
- Parental support
- Mystery shoppers and trading standards powers – corner shops not IDing young people
- Lower more realistic targets for providers.
- In-depth information.
- Better promotion and interaction with young people.
- YCs help design campaign and resources.
- Support for parents to also stop smoking: addiction, second hand smoke, etc
- Keeping within Norwich area.
- Better targeting: if we know this is a problem in particular schools or high risk areas.
- Assemblies in schools, talking about the effects from a younger age.

3.0 Physical Health Activities Tender Document

3.1 The board were split into groups to discuss how they want to tackle knife crime as part of the physical activities tender document and the main areas of focus were

- Volunteering scheme
- Different sessions each week
- Speakers who have been involved in gang crime previously
- Self-defence classes
- Relaxation sessions and techniques
- Help and support
- Personal safety, experiencing scenarios
- Pop up football / basketball court / move around city
- Hot spots – found out from Police
- Money on advertising leaflets
- Background aspect
- Referral to advice
## 4.0 Professionals Feedback

### 4.1 Karen
Karen stated that there have been many issues around the Haymarket particularly around drug dealing and crime. If anyone should see anything untoward, they should report it to the Police.

### 4.2 Emma
Emma advised that Children & Young Person Mental Health Services are being recommissioned. It was felt that there had been no clear line of communication with young commissioners.

**Action:** Emma to send over most up to date report to young commissioner to get feedback on.

### 4.3 Lizzy
Lizzy has had an amazing summer delivering training with the young commissioners and is very much looking forward to Berlin.

### 4.4 Lucy
Lucy stated that it would be her last ever board meeting as she is now moving on to her new role as Youth Worker.

### 4.5 Elena
Elena thanked the young commissioners for their assistance in the buying sessions and is really interesting in them being involved in another session around books they are not sure of. Elena advised that Disability Pride is taking place on Sunday 29th September with the main event happening in the Forum. Next year they would really like to do a collaboration with libraries and young people with disabilities.

### 4.6 Jess
Jess referred to the beginning of the homelessness and housing work. The Young Foundation are quite influential and want to put young people at the heart of that so want to get data from young people struggling to get housing. As part of the housing campaign this year MAPs drop in has agreed to the YAB doing a takeover of the drop in to observe some of the struggles young people are facing around housing and conduct interviews. Jess has also been approached by City Council to continue partnership work around the 2040 vision work and joint bid work around the mile cross area.

## 5.0 Young Commissioners Feedback

### 5.1 The Young Peoples Climate Conference
The Young Peoples Climate Conference was held on the 19th was well attended with around 90 young people and as a result young commissioners have been invited back to speak.

### 5.2 An event
An event hosted at The Guardian run by the Advocacy Agency in London was attended by some of the group: they hosted talks on subjects such as housing, period poverty, Latin American being listed on ethnicity forms with some really inspiring speakers.

### 5.3 World Mental Health Day
World Mental Health Day ideas have been discussed but need to narrow down what will be used to promote it.

## 6.0 AOB

### 6.1 None at present.

## 7.0 Next Meeting Date
### 7.1 The next meeting will take place on **Tuesday 17 September** at Woolgate Court Training Room.

### 8.0 Summary of Actions

| 4.2 Emma to send over most up to date report to young commissioner to get feedback on. | Emma |