

Area Board Feb 2011
East, Northampton, Kettering, Daventry

The Area Boards that took place generated much discussion on a range of topics.

Below is a summary of the main points:

- NHS Contraceptive Services – Area board members were asked to work in groups to come up with new ideas for incentives and activities that the contraceptive services could use to encourage young people to access their service. Their current campaign, which was well known to the young people in attendance, involves receiving a free pair of underwear after undertaking a Chlamydia test. The ideas suggested were:

T SHIRTS (IM CLEAN)
SHOP VOUCHERS
DVD'S/CD'S
TICKETS TO THEME PARKS/CONCERTS/FOOTBALL – PRIZE DRAW
MCDONALDS
IPOD TOKENS
COASTERS
CALENDARS
SOCKS
PHONE CASES/PHONE SOCKS
KEY RINGS
COFFEE MUGS
WOOLY HATS
WRIST BANDS
BOOK MARKS
GLOW STICKS
PENS
FLUFFY BUGS
GYM BAGS
GYM DISCOUNTS
MONEY OFF VOUCHERS FOR HIGH ST SHOPS
FREE RAPE ALARM
SWEETS
HAIRDRESSERS/BARBERS VOUCHERS
DRIVING LESSON VOUCHERS
BOWLING TICKETS
PERFUME
JEWELLERY
PENCILS
STATIONARY
TEAM UP WITH UNDERWEAR SHOPS LIKE ANN SUMMERS/LA SENZA
COMPETITIONS
STICKERS
1 HR FREE ACCESS AT WILLIAM KNIBB CENTRE
FREE DRINKS FOR UNDER 18 AT REHAB
FREE FOOD
FREE MOVIE RENTAL

BABY PRODUCTS (NAPPIES, DUMMIES, TOYS)
TRIPS TO BOWLING
FOOTBALL GEAR
FREE DRINKS AT COSTA
BOOKS

PLACES TO RAISE AWARENESS

ON THE BUS
BUS STOPS
BOOKS
PUBS/NIGHT CLUBS
SCHOOL ASSEMBLIES
YOUTH CLUBS
T SHIRTS
FACEBOOK
BILL BOARDS
LEAFLETS IN PAPERS
POST INFO
WEBSITE POP UPS IN BRIGHT COLOURS
LEAFLETS THROUGH DOORS
LOCAL RADIO
MORE CONTACT WITH SCHOOLS
PUBLIC EVENTS/STALLS
TWITTER
TEXT SERVICES
CARNIVAL FLOAT

Joint Strategic Needs Assessment (JSNA) – Briefing from Public Health Analyst - *Do adults understand the needs of children and young people? A Joint Strategic Needs Assessment writes down in one place a list of the health, social, economic and environmental characteristics of a population. We would like to ask you what your priorities are. We'll then show you the ones that the adults think are important. We can then look more closely at areas that we agree and disagree on.*

Area board members were asked to approach this complex issue by considering ‘their issues’. By discussing and recording their current concerns the young people were able to identify areas of concern that specifically related to them. These included:

East:

- Bus fares, too expensive. Need night buses too and better links
- Not enough to do
- Drink and drug issues
- Feel isolated in villages, not enough public transport to get to major towns, this has negative impact on job searching

- Lack of jobs
- Bullying at school
- Uni fees
- Crime
- Underage drinking
- More guidance about what to do after leaving school
- No EMA
- Anti-social behaviour
- Spending cuts

Northampton:

- Body image
- Exams stress
- Keeping up with the latest trends/fashions
- Relationships – family, friends, partners
- Substance misuse
- Peer pressure
- Transport – bus fares, driving lessons, insurance
- Lack of jobs
- More teen friendly places
- No part time jobs for teens
- Lack of affordable sports
- The next step, what to do
- Uni fees
- Not being listened to
- Feeling unsafe
- Being stereotyped as jobs
- More support for young tenants

Daventry:

- Uni fee's
- No EMA
- Transport – availability and cost
- Lack of youth clubs
- School related stress
- Cyber bullying/internet safety
- Young people being stereotyped as 'yobs'
- Options after finishing school

Kettering:

- Drug problems in the area
- Increase in crime levels, feel unsafe outdoors (especially at night)
- Withdrawal of EMA (education maintenance allowance)
- Bus fares are too expensive, bus services are not adequate
- Town centre becoming run down
- Doctors surgeries need to be more accessible and flexible
- General lack of money and difficulty getting full/part time work
- Lack of affordable leisure/sporting activities
- The need for more student discount cards to encourage spending
- Uni fees
- The need for more apprenticeships and should be available in wider job areas, not just trade or manual jobs
- No youth clubs are open during the weekend, nowhere to go
- Schools should provide more support for those pupils that require extra help and are falling behind

Children and Young People's Plan – The CYP Plan sets out a list of priorities that the County plans to tackle in order to improve the lives of children and young people. These priorities include improving educational achievement, tackling health issues

such as child obesity and drug and alcohol misuse, reducing child poverty, to name a few. Work has taken place to make this plan more accessible to young people, by making more 'youth friendly' and removing confusing jargon. This was achieved by consulting with a group of young people. The revised yf friendly version was introduced at several area board meetings, allowing comments and suggested areas of improvement.

Training Day – Area board members were made aware of a training opportunity taking place in the Feb school holiday. The participation team will be running a training day, with various workshops on offer, including:

- Politics and Democracy
- Presentation skills
- Representing your peers
- Equality and diversity
- E-Safety

40 places available.