



Title of project SUNDERLAND YOUTH PARLIAMENT MEDIA GROUP

Location UK
City of Sunderland

Main themes

- 1) Citizen participation
- 10) Training
- 13) Young people

Practice-related keywords

Brief description of project

The Media Group is a sub group of Sunderland Youth Parliament. Its purpose is to exercise young people's voice through the publication and distribution of their own magazines and newsletters. Their own publication is a newsletter called Urban Beat that contains articles written by young people for young people about services, issues and activities that are relevant and important to them. The newsletter is supported and funded by Sunderland City Council with staff from the Youth Development Group. The target is to produce 3 to 4 editions per year. The high quality full colour newsletters are circulated to schools and youth projects in the city. A partnership with the local newspaper, the Sunderland Echo, has seen the group work alongside the Sunderland Echo to develop the Street Magazine. 30,000 copies are produced and circulated to schools, youth provision and other venues where young people meet four times per year with articles written by young people that are aimed at young people.

The Youth Development Group directly support this initiative through sponsorship and provision of staff to work with the young people.

Target

1) Data on area concerned: The City of Sunderland has a population of 280,807, with 90,086 young people under the age of 25 (32%) and 74,903 aged 10-30 yrs (27%). Unemployment amongst young people (18-25) is higher than the national average, and there is a significant numbers of Wards in the top 10% most deprived nationally.

2) Participation of young people in developing positive images of young people to challenge negative stereotypes.

Objectives of project

The project aims to promote positive images of young people and to work with young people on developing their view through the use of the media.

Content of project

Young people write their own articles and work alongside a dedicated Youth Worker to encourage contributions from others and to develop their own publication (Urban Beat) and to submit work to the editorial team at local newspaper for inclusion the Street Magazine. Young people and support worker have met with the Editor, Deputy Editor and reporters from the local newspaper to develop their understanding of media work and youth issues. Other outlets for young people's articles are also accessed including the Children's Trust Newsletter, and the participation newsletter Word Up.

Time scale

1) Duration: 3 years

2) Starting date: April 2003

3) Completion date: Ongoing

Project design

- 1) Originator: Sunderland City Council's Youth Development Group
- 2) Decision-making actors and process: Young people & Youth Development Group
- 3) Management and leadership of project: Youth Development Group
- 4) Implementation (who is in charge of...): Youth Development Group
- 5) Legal framework (legal setting, related national policy, partnership): This work is consistent with Article 12 of the UN Conventions Right of the Child and the Children's Act 2005 ensuring that young people are actively listened to in the development of services they access.

Resources involved (financial, human, others)

The initial setting up of the Urban Beat newsletter required approximately £1000 per edition for 5,000 copies. The development of this was built into existing staff time.

When the media work expanded to incorporate the development of the Street Magazine in partnership with the Sunderland Echo specific 17.5 hours per week was established to directly support the young people involved in media work. The annual cost of a Senior Youth Worker (Part-time qualified) at current rates including National Insurance and Superannuation is £12,407.86. In addition to this there are other associated costs including office space, computer, telephone, administration and management support. However, this worker also undertaken other work with the team but the main focus is the media.

The Youth Development Group has also sponsored the Street Magazine which guarantees advertising and editorial space in addition to the contribution made directly by the young people. This currently works out at approximately £1000 per edition, of which there are four per year. The local newspaper takes the responsibility to attract other sponsors and advertisers in order to produce the magazine which is circulated and available free of charge.

Evaluation

1) Evaluation process (yes / no ? if yes how ?): Feedback on each publications and articles. Annual review of Urban Beat to consider design, costs and circulation.

2) Results / impact of project (improvement of social/ living conditions, pop concerned, etc.): Increased positive images of young people in the public domain.

3) Difficulties encountered: With Street Magazine difficulties can arise with the editorial control being in the hands of the local newspaper rather than the young people, working with non youth work private sector organisations and working to their deadlines.

In terms of Urban Beat difficulties have arisen in receiving articles from young people outside of the Media Group, and an anticipated difficulty in meeting the requirements of new corporate image requirements of the local authority.

4) Assessment of project in terms of sustainability: Requires dedicated resource in terms of staffing and funding for publications but this is built into the work of Sunderland Youth Parliament.

Integrated approach of urban regeneration

(May the project be labelled as an “integrated approach” project ?)

Yes, insofar as the project shows a way on how to make young people’s participation an integral part of the life of the city.

Lessons to be drawn from practice implemented

(Transferability, prerequisites, optimising the chances for success, etc.)

The model presented here can be easily transferred to all cities in the UK. In order to achieve this, organisations would need to dedicate human and financial resources to its development and would be best placed within a youth participation agenda that is serious about promoting positive images of young people and actively engaging them in the life of the city or town..

Contact information

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Other doc related to the project

Link to meeting/ workshops/ study reports, local enquiries, photos, ppt present°, etc.

A summary of the Media Group work was presented at an Urbact Working Seminar and is available from michael.elsy@sunderland.gov.uk and copies of publications produced by the young people are available from Sylvia Hopper.