

## Gedling (youth) council communications research

### Communications:

#### **Instagram:**

71% of people aged between 18 and 29 say they have an instagram account. People process visual content 60,000 times faster than text-based content. Therefore, Pictures and video content attract more attention. On Instagram, you can quickly and easily get in touch with local people, address problems, and answer questions. It's just about letting people know that that service is out there. For example adding locations and tagging local businesses and perhaps partnership posts (joint posts) will allow the page to be presented through other local accounts and therefore more local people will be aware of the ongoing events in their community as well as the instagram page.

The instagram for the gedling borough council is useful in conveying the messages of events going on through its linktree link. Overall with the instagram, if the aim is to get more people knowing about it, then things like joint posts and promoting through posters etc (eg adding the instagram onto the bottom of posters could be useful in letting people know that the service is there)

**Twitter:** only 11% of users are between the ages of 12 to 17. 42% aged 18 to 29. Instagram has a higher amount of monthly users despite twitter being older.

**facebook/instagram/twitter:** 68% of adults report using Facebook. Whereas, Twitter users are more likely to be university students/graduates and then Instagram users tend to be around that age or younger. Meta says 1 billion users are active on Facebook every month, and 500 million use Instagram every day.

### Community organisations/youth groups within gedling(few examples):

**Nottshelpyourself.org.uk:** a very helpful website that lists youth groups as well as helpful services that are in Nottingham which can help people and family members. Ranging from the LGBTQIA+ community to children with autism as well as other groups like scouts, cadets, girlguiding and activity summer clubs.

**Jigsaw youth club:** Jigsaw is a youth club that provides activities for young people (aged 10-25) with Asperger's and High functioning autism. They do activities including life skills,sports, arts and crafts, music, cooking, computing, fundamental

skills, drama, team skills and gardening. (instagram, not regularly updated+twitter with nothing posted)

**YMCA:** just launched a creative academy for arts workshops after school and during summer holidays for 11-18 year olds (instagram+twitter)

**Sport England(nation wide):** over half of young people aren't getting the recommended 1 hour a day they need and so sport england has started a secondary teacher training program which is aimed to get all young people involved in sports. Their research shows that young people's attitudes to sport and physical activity are influenced heavily by their experiences at school and that having a bad experience of PE can put them off being active for life. This programme aims to address this by giving teachers the resources and training they need to engage all pupils in physical activity, regardless of sporting ability. (instagram+twitter)

**Active notts(a-z of sport):** the website gives you an a-z list of sports/physical activity/well being and when clicking on the sport it gives you an overview of what it is as well as the benefits the sport brings, the costs, involvement and equipment. Just underneath there's another feature that allows you to type in your address and how many miles you want to travel in order to get to a location that provides that particular sport. (instagram+twitter)

The list continues however Unless interested in a certain area for example sport or the arts there aren't particular places for young people to attend, however interest may not be particularly high (survey question?)

### **Mental Health:**

#### **Nottalone:**

Offers local mental health advice to young people in Nottingham and Nottinghamshire - they also offer advice for parents/guardians and professionals. They tackle things from eating disorders to drug abuse, exam stress, grieving etc. They essentially cover most areas of mental health that young people could be dealing with in the modern age.

They have videos and links to other helpful websites that people may have never known about without this website. Eg on the eating disorder page it had a link to beat (the eating disorder charity) and then from their page it gave extra links to pages that can help LGBTQ+ members that may be struggling with eating disorders or other mental health conditions.

Once again it's just an issue of letting people know this service is available either through social media (they have a twitter, instagram and tiktok so it's pretty good

on that front) or leaflets/posters going out to schools however that may be more down to the organisation itself.

**Wellness in mind website:** gives the option to talk online, via the phone or face to face. It also gives a list of 11 other web pages that could be of help to the user. Wellness in Mind provides information, advice and support for anyone in Nottingham experiencing issues with their mental wellbeing. The service will help people understand mental health issues, and connect people to the services which may best support them and can help the family, friends and carers of people with mental health issues. They can also conduct a more thorough assessment and make a more specific referral to a specialist service on the person's behalf.

**Inspire:** they have many types of outlets towards young people within Nottinghamshire for example inspire arts and culture which includes 'youth arts' which is an award winning specialist creative team dedicated to producing high quality arts projects with young people across Nottinghamshire and beyond. They also do music lessons and provide library books and membership to young people and children.

### **LGBTQ+**

Nottingham has a vibrant LGBTQ+ history, with the first officially licensed gay club, the first professor of Gay and Lesbian Studies, the first trade union LGBT support group and the first permanent rainbow crossing all based here.

**Notts LGBT network:** their service operates by phone, text, e-mail, letter or Instant Messaging (instagram+twitter)

They provide a free service and are a running charity that partake in

- Social groups: groups relating to various sports; book groups; writers' groups; walking groups; LGBT history; youth groups; Religious groups, Trans groups; women's groups; general social groups
- Commercial social venues: pubs, clubs, health clubs/saunas
- Legal issues
- Signposting to local sexual health services, counselling

They are also here for those who just need someone to talk to. For example issues like coming to terms with your sexuality, coming out etc.

**The LGBT+ Service Nottinghamshire** provides a range of specialist services for children and young people aged 11-25 who identify as LGBTQ+ or may be questioning it. They also provide training and consultancy services for professionals across the private, public and voluntary sector. (instagram)

### **Local schools/academies:**

Redhill: little mental health/general advice on the website on where to get help if needed (under support with gcse's it only gives revision advice rather than any particular services) (instagram+twitter)

Personal experience: mental health and wellbeing isn't taken seriously enough (or at least taking a realistic approach) in schools. They do try to help and have offered more resources over the years, 100%, but there's still a stigma around it, especially in reaching out for help in schools and how the schools deal with particular issues in a professional yet reasonable way. For example, people don't feel comfortable talking to a teacher about their problems as they, in the past, have passed things on to parents when the person has directly asked them not to as they felt that they couldn't speak to a parent about the issue at the time.

### **Knife crime:**

**The Ben Kinsella trust:** educate young people on the dangers of knife crime and help them to make positive choices to stay safe. Their workshops follow the journey of both the victim and the offender through a series of unique and immersive experiences to show young people how choices and consequences are linked. It changes young people's attitudes to knife crime; debunking the myth that carrying a knife will protect you. They strengthen values; ensuring young people give better advice to each other and challenge friends who are carrying (or thinking of carrying) a knife. They have primary and secondary school award winning workshops for a cost of £5 per student based in Nottingham, Essex and London. (instagram+twitter)

### **Tier one authorities:**

**Notts county council:** on the front page of the website there's a link to 'emotional help for young people' which takes you directly to the nottalone website.

**Nottingham city council:** when you go onto the website there's no immediate link or anything along those lines in regards to young people and helping them in any particular way. However there is a search bar that when you type in 'mental health' for example it comes up with many options including CAMHS and other services.

**Young people's centres in nottinghamshire:** Acre Kirkby, Beeston, Bilsthorpe, Bircotes, Calverton, Cotgrave, Eastwood, Hucknall, Kimberley, Newstead, Redhill, West Bridgford etc. which all deliver a wide range of social and recreational activities. Provide music, dance arts, sports and adventure activities as well as usual youth club activities such as Pool, Table Tennis, Games, Coffee Bar. They also offer C-cards and advice and information from trained youth workers.

### **Tier two authorities:**

**Gedling borough council + other nottinghamshire district authorities:** similar situation to the nottingham city council, nothing on the front page but a search bar is present and does come up with relevant results to what's been searched for. However this may not be an issue due to the fact it's still accessible but also because there's a sense that if people are searching for mental health help they may search it straight into google or other in person options opposed to going through the councils websites. (instagram+twitter)

**Period poverty:** is the extra effort being made to tackle this issue in order to keep girls in schools. Nottingham City Council said it hopes to eradicate 'period poverty' in the city by distributing free sanitary products to women and girls.

After a decision on November 12 2018, the authority said it will work to ensure free products are available in the city's schools, and will also encourage Nottingham businesses to offer them to staff.

**The free period Nottingham is an organisation** founded in 2018, The Free Period Nottingham collects donations of period products and distributes them to organisations across the county. Similarly food banks also collect and distribute sanitary products to women and young girls who may be in need of them. (twitter)

### **Physical health:**

**ABL your health your way:** your health your way helps people within Nottinghamshire get more active, eat healthier, manage weight, drink less alcohol and stop smoking. They have an instagram and twitter making them accessible to a wide range of people as well as their website. (instagram+twitter)

**Gedling Leisure:** Anyone aged 14-17 can take out an Xtreme DNA membership, which gives access to lots of activities with swimming and roller discos, as well as unlimited access to 3 gyms and fitness classes +much more. You can also pay as you go with a gedling leisure card if you're not a member. You can also order a Free Three Day Pass where you'll get three consecutive days of free access to facilities at all of the gedling leisure centres. (instagram+twitter)

#### **Environmental groups:**

**Uk youth climate coalition:** they run a workshop for schools and youth groups(14-18) across the country which aims to help empower more young people to take action on climate change. Their values include amplifying youth voices, systemic change, non-violence, transparency, anti-oppression, inclusivity, diversity and independence. (instagram+twitter)

**Uk student climate network(ukscn):** its a student led organisation which is mainly made up of under 18 year olds. Operating in places like the south east, midlands, wales etc they've been a part of the Youth Strike 4 Climate movement, with the ambition of getting the Government to take action on the climate crisis. (instagram+twitter)

**Green Social Prescribing Programme for Nottingham and Nottinghamshire.**

Greenspace, the two-year programme looks to improve the mental health and wellbeing of communities hardest hit by the Covid-19 pandemic, by connecting local people with nature-based activities and green community projects and initiatives in the city and county.

**National trust:** 50 things to do before you're 11 and 3/4 scheme.

(instagram+twitter)

**Holme pierrepont:** just 10 mins from nottingham city centre- multitude of water sports as well as a crazy golf course, sky trail, archery etc (instagram)

**Retail and young people and town centres:online shopping**

**blue social prescribing:**

**Black and ethnic inclusion: culture**

**Disabilities:**

M8s Youth Club is for children from 5 to 18 years old with a range of learning disabilities