

Gedling Youth Council – Promotional Video Plan draft

Objectives and Purpose

Primary aim – Encourage young people (aged 11-19 years) in Gedling to join or engage with the Youth Council

Secondary aim -

- Raise awareness of Gedling Youth Council's role and impact
 - Present the Youth council as welcoming, inclusive and Youth-led.
-

Target Audience

- Young people aged 11–19 in Gedling
 - Parents, schools, and community partners
 - Local stakeholders (councillors, youth services)
-

Key Messages

The video should clearly communicate:

- “Your voice matters in Gedling”
- “You don’t need experience – just ideas.”
- “It’s fun, friendly and supportive”

Tone and style

- Youth-led rather than authority-led
-

Video Length

1.5 to 2 minutes (ideal for social media + presentations)

Short cut downs could be created for Instagram.

Video Structure & Script Outline – based on Conversations in meeting on 27th April

1. Opening Hook (0:00–0:10)

Fast-paced, energetic clips

- Young people laughing, meeting, speaking
- Shots of the Chair walking into the Chamber
- Close up of Chair and Gavel – starting the meeting

Text/Voiceover:

“Want to make a difference in Gedling?” – TBC with young people

2. Who We Are (0:10–0:20)

Group shots, meeting, workshop

Voiceover (young person):

“We’re the Gedling Youth Council. We represent Young People and their ideas.” – TBC with young people

3. What We Do (0:20–0:40)

Cutaways of Meeting, chair/ guest speaker

Cut between several young people saying: - TBC with young people

- “We speak up on issues that matter to us”
 - “We support local campaigns”
 - “We work with decision-makers”
 - “We create real change”
-

4. Why Join (0:40 – 0:65)

Short quote from members: - TBC with Young People

- “I’ve gained confidence”
 - “I feel listened to”
 - “I have made new friends”
-

5. Personal Stories (0:65– 0:95) – May not have time for this

Close-up interviews

Ask 2–3 members:

- “Why did you join?”
- “What have you gained?”

Example responses:

- “It boosted my confidence”
 - “I made new friends”
 - “I feel heard”
-

6. Call to Action (0:95 – 1:20)

Group shot, smiling, welcoming

“Join Gedling Youth Council today!” “Be heard. Make change.”

Include on screen:

- Website
 - Meeting information
-

Music & Audio

- Upbeat, inspiring background music
 - Keep volume lower during speech
 - Optional: include natural sound (laughter, chatter)
-

Filming Ideas

- Council Chamber
- Meeting room – Beeston Room
- Arnot Hill Park
- Events or workshops

Pre-Production

- Agree key messages
- **Get consent forms (important for under 18s)**
- Plan filming schedule
- Prepare questions for interviews

Distribution Strategy

- Instagram (Reels + feed)
- YouTube
- School newsletters/screens
- Council website/social media
- Council e-newsletter

Success Measures

- Video views & engagement
 - Website clicks
 - Increase in enquiries/applications
 - Social media shares
 - Feedback from young people
-