
Manchester City Council Report for Resolution

Report to: Children and Young People Scrutiny Committee – 19 July 2016

Subject: European Youth Capital 2019

Report of: Director of Education and Skills

Summary

This paper provides an overview of Manchester's bid to be European Youth Capital (EYC) 2019 and a summary of the opportunities that this presents for the city and its young residents.

The paper describes:

- The process, outcomes and lessons learned from the submitted bid in 2018;
- How the 2019 bid has been developed by young people and the themes and ideas that they have created;
- The leadership and governance structures that underpin the proposed youth capital year
- The potential of the bid to transform the position and image of young people in Manchester as well as celebrating the success of Manchester's young and diverse population.

Recommendations

That the committee:

- Supports Manchester's bid to become European Youth Capital in 2019;
 - Supports the Manchester Youth Council and the EYC 2019 Leaders Panel in leading the development of the EYC 2019 bid
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Wards Affected: All

Financial Consequences – Revenue

The proposed budget submitted with Manchester's application to be EYC 2018 was £1.2m (of in-kind support and funding). The funding and in-kind support to provide this would be from a range of sources including private sector sponsorship, partner agencies' contributions and income generation. The estimated budget for 2019 will be built as the programme is developed but is estimated to be a similar amount to that described in the 2018 bid which will include a detailed breakdown of the revenue costs and how these will be covered to support the delivery of the programme. It is proposed that the newly constituted, independent Manchester Youth and Play Trust (Young Manchester) will have a role in providing support and governance to the EYC Team including the oversight of the budget and fundraising strategy to help manage

any risk in regards to funding the year.

The City Council as a key partner would contribute in kind staff time and access to facilities etc. The bid will not include direct revenue funding from the City Council.

Financial Consequences – Capital – None

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

None

Context and Background – European Youth Capital

- 1.1 “European Youth Capital” (EYC) is a title awarded annually to a European City that allows it to showcase and develop through a year-long programme its youth related cultural, social, political and economic life. In 2019, the year in which Manchester is applying to host the title, the award will be in its eleventh year having first been awarded to Rotterdam in 2009.
- 1.2 The awarding and administration of the title is carried out by the European Youth Forum, a representative body of European youth organisations such as national youth councils and NGOs working on young person and youth related issues. The Congress of Local and Regional Authorities of the Council of Europe is the official endorsing partner of the title.
- 1.3 Since 2009 the title has been awarded to the following cities:
- 2010 - Turin, Italy
 - 2011 - Antwerp, Belgium
 - 2012 - Braga, Portugal
 - 2013 - Maribor, Slovenia
 - 2014 - Thessalonika, Greece.
 - 2015 - Cluj-Napoca, Romania
 - 2016 - Ganja, Azerbaijan
 - 2017 - Varna, Bulgaria
 - 2018 - Cascais Portugal
- To date no UK city has been awarded the title though in recent years applications have been made by several UK cities including Hull, Newcastle, Derry/Londonderry, Bristol and York.
- 1.4 The capitals that have received the award over the last 9 years have all adopted a different approach and on very different scales. The common elements of all the years have been:
- A programme of events around a theme or themes;
 - A programme has been led by different partners recognising the cross-sectoral nature of the youth agenda;
 - Social media and technology has featured in most years, mainly looking at the use of social media in communicating and connecting young people to the city;
 - Youth participation activities, increasing the opportunities for young people to have a voice in change and democracy; and
 - International exchanges – increasing the number of opportunities for young people to travel and meet other young people in Europe and beyond.
- 1.5 There are two key aims of the European Youth Capital title:
- To enable the awarded city to continue to develop and expand the implementation of new and innovative ideas and projects that will improve the position of young people and their participation in civil

society as well as allowing the host city to act as a role model for other European cities in the field of youth policy.

- To strengthen the links between European cities and European youth and demonstrating the complementary nature of local, national and European citizenship.

1.6 Last year, Manchester was successfully shortlisted for the EYC 2018 award along with Perugia (Italy), Novi-Sad(Serbia), Kecskemet (Hungary) and Cascais (Portugal). Although ultimately Cascais was awarded the title, the process of applying was an extremely positive experience for Manchester that allowed partners in the City to develop a strong group of partner organisations to back the bid, galvanise support from major youth organisations in Manchester and clarify thinking amongst young people about the issues that matter most to them. This has provided a solid grounding for the 2019 application.

1.7 The timeline for the 2019 application process is as follows:

February 2016	Submission of “Concept Note” outlining the themes of the bid.
April 2016	Shortlist of five candidate cities announced.
June 2016	Submit draft application.
August 2016	Feedback on draft application.
November 2016	Announcement of winning candidate.

2. Manchester’s 2018 EYC bid “MY Manchester 2018”

2.1 The original drive to apply for the EYC title came from Manchester Youth Council (MYC) who were keen to be able to showcase Manchester’s success in many areas of youth policy while drawing attention and developing solutions to some of the main issues that exist today for young people. MYC led on developing the themes of the bid and were supported by officers from a range of MCC departments include officers currently and previously employed as part of the council’s graduate scheme.

2.2 Given MYC’s involvement in developing the Valuing Young People strategy, the overall structure of the bid was framed within the strategies’ themes of My Life, My Future, My Voice and My Place, with each of these strands corresponding to the issues and programme ideas that MYC wanted to explore. These were set out under two themes, “Creative Diversity” and “Generational Equity”. The programme ideas for the year were then further developed in collaboration with young people via a range of partner organisations in the city and further afield.

2.3 The two themes also linked back to the strands of the European Youth policy directly addressing four of its key themes:

- Creativity and culture;
- Employment and entrepreneurship;
- Participation in civil society;
- Social inclusion.

- 2.4 A key partner in the 2018 bid was Contact Theatre who were able to use their broad experience in youth engagement, participation and governance to help work directly with young people to shape the bid. This work culminated in a large and well attended session facilitated by Contact Theatre staff where young people were able to come up with specific programme ideas and events based upon the things they wanted to achieve with the year. This model of participation continues to be used to inform the 2019 bid.
- 2.5 The bid was supported by an Advisory Panel made up of representatives from MMU, Manchester United Foundation, Contact Theatre, MACC, Regional Youth Work Unit, Factory Youth Zone, MCC (Growth and Neighbourhoods, Education & Skills and Policy Unit) and Manchester Youth Council. In addition to these the bid was supported by around 100 local, regional and national organisations including organisations from the voluntary and community sector and private sector companies. Engagement with these partners has led to a strong and already established partnership to support the 2019 bid.

3. Feedback on the 2018 bid

- 3.1 Although the team of young people working on the 2018 bid were disappointed not to be awarded the title, feedback from the Jury was extremely positive. The final feedback noted that Manchester had been painted “as a vibrant, high profile city with a clear international capacity and youth focus” and that “the programme was brimming with potential...focusing on social change and pursuing goals in line with the EYC ethos”. More than any other candidate city it was recognised that Manchester had made the most progress over the course of the application process.
- 3.2 Feedback also noted that in the end, the difference between the candidates’ final applications was very small. A key area for improvement for Manchester was to make sure that young people were involved more fully in the design and delivery of the bid and had a greater role in the leadership and governance of the year. The team felt that this comment was fair, and although efforts had been made to make improvements on this point over the year it was clear that Manchester’s competitors had been able to demonstrate that they had done this more from the start.

4. Manchester’s EYC 2019 bid

- 4.1 EYC represents an excellent opportunity to address some of the challenges young people face. The Manchester Strategy identifies becoming youth capital of the UK as one of its key goals and the Manchester Youth Council has an important role in engaging young people in achieving this goal.
- 4.2 The EYC application process is an excellent opportunity for young people in Manchester to explore what it means to be part of Europe, and to develop opinions on Manchester’s future role in Europe. This has come into much sharper focus very recently following the EU referendum. Although parliament did not extend the right to vote to 16 and 17 year olds, young people are very

aware that the referendum outcome (in which Manchester itself voted by a significant margin to Remain in the EU) could impact their future lives significantly. This applies also to young people across the continent, and a successful EYC application would provide enhanced opportunities for local young people to explore issues of identity in partnership with other parts of Europe. It is worth noting that the European Youth Capital 2016 is in Azerbaijan, a country which is not a member of the EU.

- 4.3 Manchester submitted a concept note for the 2019 award in February 2016. Taking advantage of the networks and relationships built up over the previous year a bid was created that was led by young people far more than was possible for 2018. The re-structure of the Manchester Youth Council into a membership model which includes a Leaders group for those over 18 years old has been central to this development and through the MYC structure it has been possible to develop stronger links with other leadership and governance structures led by young people including the Students Unions. Members of the MYC Leaders group were instrumental in establishing the EYC Leaders panel to ensure strong links are maintained with the MYC and its membership. The Chair of the MYC Leaders group chairs the EYC Leaders Panel.
- 4.4 The EYC 2019 “Leaders Panel” is made up of young representatives aged 18-30 from a range of organisations with the capacity and influence to fully support and drive the bid and delivery of the year. Partner organisations include universities, football clubs, arts and cultural organisations, youth organisations, and private sector businesses. The MYC has delegated to the EYC Leaders Panel full control over strategic decision making on behalf of young people in relation to the bid and will also oversee the design and delivery of the EYC year and legacy/evaluation programme.
- 4.5 Supporting the Leaders Panel is a Partnership Forum that is made up of senior staff from key partner organisations. As well as acting as a critical friend and mentor to the young people on the Leaders Panel, the Forum allows direct access to the people and resources needed to support the bid. Forum members also allow access to a much wider network of senior contacts in relevant organisations throughout the city and further afield. The main focus of the Forum is to allow the young people driving the bid to be able to put their ideas into practice. The Forum does not act as a decision making body.
- 4.6 By running sessions led by and attended by young people a new bid has been developed for 2019. While many of the individual ideas and areas for work are the same the overall structure has changed significantly since the 2018 bid. Young people have also made use of three large engagements that have recently taken place; The Manchester Strategy consultation, the Manchester Student Life Survey and the Make Your Mark campaign. These three large scale programmes allowed a good level of engagement with a wide cross section of young people in the city.
- 4.7 From these sources young people identified three themes around which to structure EYC 2019:

Changing the City

As a city Manchester has many opportunities, but they are not all accessible to everyone. Young people want to work hard to change the city and remove these barriers with key goals relating to:

- Creating opportunities for young people;
- Improving the transport offer for young people;
- Responding to the housing challenges for young people and addressing homelessness;
- Raising awareness of and improving access to existing opportunities for young people.

Challenging the status quo

Some young people in Manchester feel like they aren't taken seriously enough and want to take the opportunity of the EYC year to challenge perceptions across society (young and old) and show that anybody can have a voice at any age. Young people therefore want to be empowered to challenge the status quo by addressing the following key challenges:

- Raising young people's profile within the city and challenging how young people are valued;
- Develop better structures for young people to access and influence decision makers;
- Creating more leadership opportunities for young people;
- Improving support for young people wanting to develop creative ideas or enterprises;
- Exploring innovative youth-led solutions to big issues in society;
- Developing a Manchester "curriculum for life".

Celebrating diversity

Young people see Manchester's multiculturalism as a real strength and are proud of the diversity in Manchester. They therefore want to celebrate this part of their lives, as well as address some of the issues that remain for young people linked to discrimination. Key goals are:

- Highlighting the benefits of plural voices, viewpoints and cultures;
- Exploring Manchester's place in Europe;
- Supporting minority groups' engagement in the year;
- Raising awareness around bullying and discrimination.

4.8 Manchester's programme will build upon some of the ideas and learning from the 2018 application, incorporating the new thinking from the young people that have been involved in developing this application. As well as developing a programme of new and original ideas for the EYC year it is envisaged that many of Manchester's existing events can be reframed for 2019 to focus on youth or youth issues. Several of these events are very high profile and would attract

significant attention and engagement opportunities.

4.9 The bid has to include the legacy and impact that the EYC will have on the city and its young residents. If successful it is envisaged that EYC 2019 will result in long-term capacity building, as well as short term gains. Key to achieving this will be leaving a legacy of leadership and increased capacity for the city's young people to drive Manchester's future development. This capacity will remain long after 2019, primarily in the form of:

- A diverse cohort of young people who are change agents in the city, who have been involved as a central part of the organisation of EYC.
- A strong partnership of diverse youth organisations across the city.
- Where possible EYC initiatives will be sustained after 2019. This will result in a new and energised, young person led youth programme in the city.

Young people have identified that Manchester is going through a hugely important period in its modern history via the implementation of the Greater Manchester devolution deal and the city's key role in the "Northern Powerhouse" agenda. Through the regional youth participation structures young people are already organising themselves at a GM level to discuss what devolution means to them. The EYC will provide opportunities for young people across the 10 local authorities to participate in events throughout the year to strengthen the voice and influence that young people can have in shaping the future of their city and surrounding areas.

Summary

The process of applying to be the EYC capital for 2018 was a positive one and made a real impact in supporting the development of the Manchester Youth Council and creating a strong vision for the increased participation of young people in the future of Manchester and civic society.

The benefits and learning from last year have informed the motivation to submit an application to be the EYC 2019 which is led by Manchester Youth Council and, on their behalf, by the newly established EYC Leaders Panel.

Young people have been consulted about the themes for the 2019 bid which will inform the development of the proposed programme of events and activities. The three themes they have chosen are:

- Changing the City
- Challenging the status quo
- Celebrating diversity

Manchester has already been successful in getting through the first stage of the application process and is one of five cities shortlisted to be EYC Capital for 2019. The final bid will be submitted in October and the announcement of who has won the award will be in November.

Recommendations

Members of the Children and Young People Scrutiny Committee are asked to

1. Supports Manchester's bid to become European Youth Capital in 2019;
2. Supports the Manchester Youth Council and the EYC 2019 Leaders Panel in leading the development of the EYC 2019 bid