Southend-on-Sea Youth Council

School Transport Conference

Adam Connolly, Youth Mayor
Alex Bright, Deputy Youth Mayor

southend onsea BOROUGH COUNCIL

SOUTHEND YOUTH COUNCIL
BRINGING YOUNG MINDS TOGETHER

connexions SOUTHEND-ON-SEA

Adam Connolly, Youth Mayor

Alex Bright, Deputy Youth Mayor

Mayoral Capacity

About Our Roles

- Chair Youth Council Meetings.
- Undertake campaigns and projects.
- Attend public events.
- Give guidance and feedback to the local Council and organisations.

- Review local government policies and strategies.
- Represent and respond to the concerns of young people.
- Work closely with, and support the Worshipful the Mayor of Southend-on-Sea.

Southend Youth Council

- Aims to represent the views of young people within the town;
- Consists of young volunteers aged between 13-19;
- Main meetings occur once a month;
- 'Committees on Demand' can be weekly;
- Supported by the Connexions Service.

The Election

Focus on Transport

CANDIDATES BATTLE IT OUT TO BECOME YOUTH MAYOR OF SOUTHEND

The Election

- Both election manifestos highlighted transport as a major issue.
- A questionnaire, which ran alongside the election, also demonstrated that young people had concerns with regards to local transport.
- Following the elections, we began to consult with members of Southend Borough Council to gain their support for our objectives.

The Transport Campaign

The Campaign

- After initial research, we found that Southend was unique in Arriva's pricing policies.
- Prior to the campaign Arriva charged full price adult fares to children over the age of 14.
- We saw this discrimination as a route forward.

The Campaign

- Our campaign was to “raise the age at which young people were charged adult fares on Arriva buses”.

- Our aim was for adult fares to be issued only to those above the age of 16.

Strategy

- We contacted the relevant Local Portfolio holder for transport.

- We met with officers within the council's transport department and they gave us guidance.

Strategy

- We went on to invite the Arriva Operations Manager representative to attend our monthly meeting held in the Council Chamber.

- Several meetings and emails helped to relay information between Arriva's board and Southend-on-Sea Youth Council.

After a lack in co-operation from Arriva we sought other methods to reach our goal;

- We contacted the local media;
- We began a petition, which was the largest presented to council that year;
- A 'Facebook' group was created to rally support;
- Contact with Arriva was maintained, to demonstrate our persistence.

Media Coverage

‘Battle for the buses in Southend’

‘Bus campaign gathers Momentum’

‘Youth Mayor takes on Southend bus companies’

Success

- After mounting pressure from the media and local council, we waited for Arriva's board to discuss their current policy.
- On Wednesday 25th August the board sent a press release announcing that the policy had been adjusted to meet our proposal.
- Arriva's publicity manager said, "I am pleased we have been able to relax our rules regarding children's fares".

Success: The new policy

- As of the announcement, those 16 and under are able to purchase a child-rate ticket as long as they can prove their age with appropriate ID.
- Following the success we received regional and national media coverage congratulating Southend Youth Council on their achievements.
- We were also contacted by various Youth Mayors across the country to ask for guidance with their own campaigns.

Media Coverage

‘Southend Young People celebrate bus victory’

‘Youth victory in bus fare battle’

‘Young people succeed in extending child bus fare age’

‘South Essex youngsters celebrate bus fare victory’

Other Campaigns

- Charity Symposium – Driving With Grace
- Local Democracy Week – Councilor's Question Time
- Skate Park Lighting
- Need for students to prove ID on transport – Citizenship Card Scheme

Thank you

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