



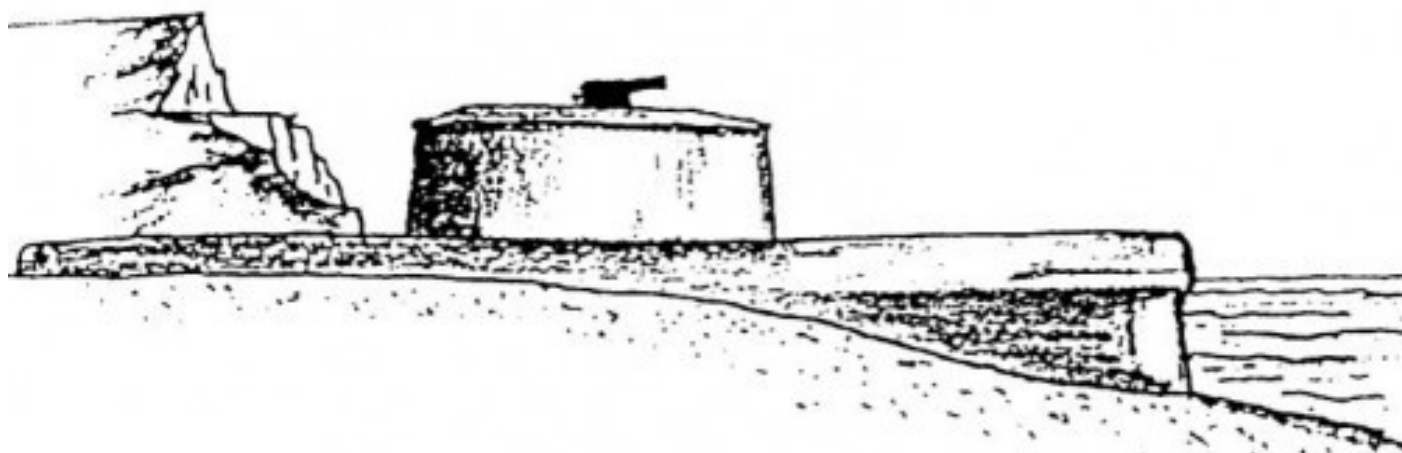
Seaford Town Council

YOUNG MAYOR OF SEAFORD INFORMATION PACK



Contents

1. Introduction		3. Communications	
1.1 Purpose.....	3	3.1 Contact with the Council	14
1.2 Role.....	4	3.2 Emails.....	14
1.3 Support.....	5	3.3 Social Media.....	14
1.4 Responsibilities.....	6	4. Deputy Young Mayor	
1.5 Dos & Don'ts.....	7	4.1 Relationship.....	15
2. Activities		4.2 Handover.....	15
2.1 Elections.....	8	4.3 Elections.....	15
2.2 Council Meetings....	8	5. Personal	
2.3 Chosen Charity.....	9	5.1 Personal Details.....	16
2.4 Fundraising.....	9	5.2 Parent / Guardian.....	16
2.5 Fundraising Ideas...	10	5.3 Risk Assessment.....	16
2.6 Annual Events.....	10	5.4 Priorities.....	16
2.7 Invites.....	11		
2.8 Budget.....	11		
2.9 Awards.....	12		
2.10 Civic Protocol.....	13		
2.11 Youth Groups.....	13		



Introduction

Seaford Town Council was one of the first Councils in the south of the country to introduce the office of Young Mayor. Back in 2012 the Council identified a need to have a communication channel with the younger generations in the town and a chance for their voices to be heard by those making decisions impacting on the town and its future.

Each year the Council welcomes a Young Mayor of Seaford, supported by a Deputy Young Mayor. The Deputy will automatically be given the opportunity to progress in to the role of Young Mayor.

Since 2012, the Young Mayor's office has seen many great achievements and successes; from raising money to install defibrillators in the town and a wheelchair accessible swing, to holding youth events and trips to the Houses of Parliament.

This information pack has been created to ensure the necessary information is available to potential candidates for the roles of Deputy Young Mayor/Young Mayor and also to raise awareness and understanding amongst others of the purpose, benefits and activities of the office of Young Mayor.

1.1 Purpose

The main purpose of the role of Young Mayor is:

- ∂ Helping the Council communicate with younger generations; and vice-versa;
- ∂ Assisting and encouraging younger generations in Seaford to get involved with the Council and the decisions being made in the town;
- ∂ Spreading the importance of younger generations giving feedback on Council services and activities in the town;
- ∂ Representing the youth of the town at Council meetings and civic events, including liaising with youth groups;
- ∂ Fundraising or raising awareness of a chosen charity during their year in office.



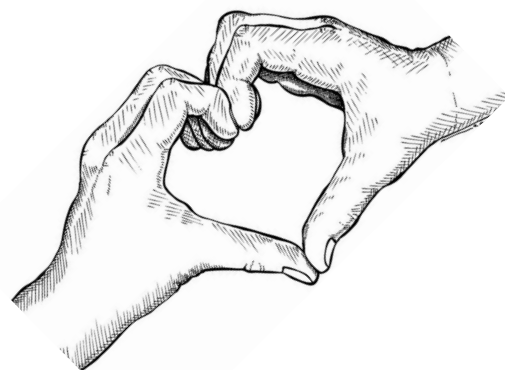
1.2 Role

In order to help potential candidates decide whether or not they feel they may be suitable for the role of Young Mayor/Deputy Young Mayor, this pack has been created to give candidates a better understanding of the role and perhaps address any questions they may have.

It is essential that candidates understand the role that they are putting themselves forwards for and the expectations therein. Both roles, Young Mayor and Deputy, will be tailored year on year to the individual fulfilling them but there are still requirements that must be met and personal attributes that will ideally be in place.

The Young Mayor/Deputy will ideally:

- ✓ Be confident communicating with people of all ages;
- ✓ Be passionate about provisions and services for younger generations;
- ✓ Have the desire to make a difference;
- ✓ Be able to commit their own time to the role;
- ✓ Be keen to learn about and get involved with the Council;
- ✓ Be happy attending civic events and representing the Council;
- ✓ Be passionate about Seaford.



The term of office for a Young Mayor is a total of two years, one as Deputy and one as Young Mayor. Candidates must be happy in committing themselves for this length of time.

The amount of time required, as in hours per week say, will be flexible to the individual in the role and their aspirations during their time in office. Attendance at some weekend or evening events and after school meetings is a necessity though.

1.3 Support

In addition to the individual feeling confident in their ability to carry out the roles, it is vital that they have the support of a parent or guardian (or other responsible adult).

Given that the roles of Young Mayor and Deputy are taken on by under 18's, the Council has found that the supporting adult will often get involved in many stages of the term in office, particularly with moral support, travel to and from civic events and general support in all activities of the Young Mayor.

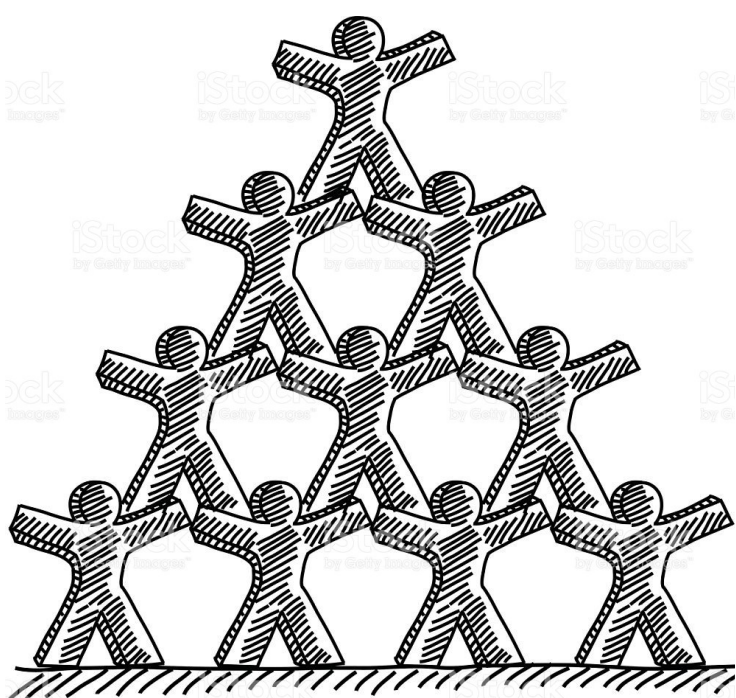
Before putting themselves forward, candidates are encouraged to have an in depth discussion with their chosen adult to ensure they are able to give the required support.

Within the Council, the Young Mayor and Deputy are supported by the Mayor's Secretary. The Mayor's Secretary will be on hand to give guidance, advice and assist with administration during the term in office.

The Mayor's Secretary has many other duties in addition to civic support so will have a discussion at the beginning of a term of office as to the level and frequency of support that can be provided.

The Mayor and Deputy Mayor will also give any guidance, advice or support to the Young Mayor and Deputy, including 'taking them under their wing' at civic events and helping with the understanding of civic protocols where needed.

The Council will always make sure that the Young Mayor and Deputy feel supported in their roles.



1.4 Responsibilities

The Young Mayor and Deputy will be representing the Town Council at all times when acting in the Young Mayor's capacity, this means that they must act courteously, responsibly and respectfully.

People will associate the Young Mayor/Deputy with the Council and therefore any negative experiences reflect badly on the Council.

Similarly, people may understand what is said by the Young Mayor/Deputy to be direct from the Council. It is therefore vital that thoughtful consideration is given about conversations entered in to regarding Council activities. This is covered further in 'Communications' on page 14.

Depending on the activities whilst in office, the Young Mayor/Deputy may find that they are handling monetary donations towards a fund or charity; they are responsible for ensuring this money is passed on to the Council as soon as possible. Ideally arrangements would be made for monetary donations to come straight to the Council but it is realised that this is not always possible.

In the case of any poor performance, conduct or behaviour whilst in office, this would be managed by the Mayor's Secretary or other Council Officer in liaison with the parent/guardian.

Due to the Young Mayor and Deputy being under 18 years of age the Council accepts its responsibility for the safeguarding of a minor. This is monitored closely by the Town Clerk as the Council's Chief Officer.

This said however, ultimately the parent/guardian holds responsibility for the child and should ensure that necessary arrangements and considerations are in place; this includes travel to and from evening Council meetings and civic events for example.

The role of Young Mayor/Deputy does not give the individual any power or decision making abilities; it is a non-political, civic role and therefore has no power to act on behalf of the Council.

1.5 Dos & Don'ts

Whilst not a Town Councillor, the role of Young Mayor/Deputy has similarities to that of a Councillor in that it is a voluntary role within the Council, working with a common aim.

Town Councillors are elected in to office and must adhere to the Members Code of Conduct.

The Young Mayor/Deputy is advised to read this document just to fully understand the expectations of the conduct of a public figure (it can be found on the Council's website). The Young Mayor and Deputy should strive to take these 'Seven Principles of Public Life' on board.



While not wishing to seem dictatorial, there are certain rules that must be followed by the Young Mayor/Deputy:

- ∂ They must not intentionally bring the Council in to disrepute, this includes Councillors, Officers and Council services/activities;
- ∂ They must not abuse their position or use the title for inappropriate use, behaving appropriately at all times;
- ∂ They must remain apolitical at all times when acting or representing the office of Young Mayor;
- ∂ They must seek permission before any financial commitments are made or contracts of any description entered in to;
- ∂ They must take care of the Young Mayor's/Deputy's badge of office and any other equipment provided or face liability for any replacement or repair costs;
- ∂ They cannot speak or make any decisions on behalf of the Council;
- ∂ They should follow civic protocols;
- ∂ They must ensure all communications are courteous and polite, whether face-to-face, in writing or on social media.

Failure to follow these may result in the Young Mayor/Deputy being made to stand down from the role; a parent/guardian will be involved in any talks of this nature.

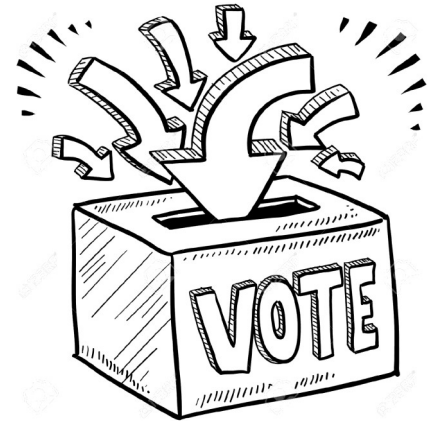
Activities

2.1 Elections

The first activity and exposure to the Council will be the elections for the coming Deputy Young Mayor.

The current Young Mayor and Deputy will attend information assemblies at schools in the run up to the elections for Deputy Young Mayor. They will usually also be supported by the Mayor of Seaford.

The election process usually begins in January, ready for the new Deputy to take office at the Council's Annual Meeting in May. Elections are carried out through the school's intranet system.



2.2 Council Meetings

The Young Mayor and Deputy are invited to all Council meetings during the Municipal Year (this is the 'Council's Year' which runs May to May).

The meetings are usually on a Thursday evening at 7pm in the Council offices, there are usually five or six held annually. These are public meetings attended by all 20 Town Councillors and Council Officers where members of the public are welcome to attend.

The agenda for these meetings is published the week before the meeting; the Young Mayor/Deputy would receive a copy of the agenda and any other relevant documentation.

The Young Mayor will be invited to give a written and/or verbal update at each Council meeting. This is a good opportunity to update Councillors and the public on the activities of the Young Mayor, the achievements and the future plans.

The Young Mayor/Deputy will be free to make comment on items during meetings, although not take part in any voting. Council Officers give you guidance ahead of your first Council meeting on the format of meetings.

2.3 Chosen Charity / Good Cause / Project

Each Young Mayor is given the opportunity to choose a charity/local good cause/project to raise funds for during their term in office; this is the same as the Mayor of Seaford.

As well as representing the youth of Seaford, this enables the Young Mayor to make a measurable positive and lasting impact and have a further sense of achievement after their year in office.

It is recommended that chosen charities be local, with a direct impact on the town of Seaford and its residents. A chosen charity must be a registered charity.

The Young Mayor will have to discuss thoughts on a chosen charity with the Mayor's Secretary before approaching the charity.

2.4 Fundraising

Assuming a charity has been chosen (it is not a necessity if the Young Mayor does not wish to), the Young Mayor and Deputy can set about fundraising for the charity.



All funds raised will be held securely by the Council and totalled at the end of the financial year (April). The Young Mayor will then be able to arrange a presentation of the funds raised to the charity.

The Council has strict financial procedures governing the handling and processing of incoming and outgoing monies. The Young Mayor must ensure that any monetary donations or funds in their possession are passed on to the Council at the earliest possible convenience.

As above, any fundraising opportunities should be discussed with the Mayor's Secretary before going ahead.

2.5 Fundraising Ideas

When looking at ideas for fundraising, the Young Mayor could look at the following:

- ∂ Non-school uniform days (£1 donation per student)
- ∂ Sponsored activities
- ∂ Stalls/fundraising at other events
- ∂ Online / Social media campaigns
- ∂ Simple word of mouth / publicity of cause

The Young Mayor may have other ideas but these would need to be discussed with the Mayor's Secretary and any other relevant third parties so feasibility can be considered alongside the demands on the resources of the Council.

2.6 Annual Events

Each year the Council holds certain events that the Young Mayor and Deputy are invited to get involved with:



- ∂ Annual Town Meeting (May)
- ∂ Veteran's & Armed Force's Day (June)
- ∂ Mayor's Civic Service (June / July)
- ∂ Remembrance Services (November)
- ∂ Seaford Christmas Magic (December)
- ∂ Mayor's Carol Service (December)

At the beginning of the term of office, discussions will be had as to the level of involvement the Young Mayor/Deputy would like to have and any roles to be carried out. The Young Mayor/Deputy will then be kept updated with relevant plans for the event and given a full briefing ahead of the day.

2.7 Invites

It is highly likely that the Young Mayor will be invited along to events and functions in their role. This may be alongside the Mayor/Deputy Mayor, or may be separate.

The majority of invites will come through the Town Council and will be discussed with the Young Mayor by the Mayor's Secretary, who will then make arrangements as necessary.

Some invites however may come direct to the Young Mayor; in this case, the Young Mayor must ensure they inform the Mayor's Secretary of the engagement and any relevant details, so a record can be kept.

In some instances the invite may be to an event/function with a cost (a ticket cost or stall cost, for example). Attendance at these will have to be assessed on an individual basis by the Mayor's Secretary, taking in to account the financial implications.

In order for the Council to justify a spend, the event/function must be either raising the profile of the Town Council, the town itself or a specific activity and/or project of the Young Mayor's or Council's.

2.8 Young Mayor Budget

The Council allocates an annual budget for expenditure in the office of Young Mayor, this is usually around £500 per year.

Having this budget in place does not mean this figure must be spent but does mean it is there in case of expenditure incurred over the year. This includes the cost of the Young Mayor's Awards covered on the next page.

Before any financial commitment is made, the Young Mayor or Deputy must speak with the Mayor's Secretary. Council money is public money and therefore cannot be spent without having followed the correct procedures.

2.9 Awards

Each year the Young Mayor may choose to give Young Mayor's Awards. The purpose of the Young Mayor's Awards is to recognise younger people's achievements and contributions to the community and town of Seaford, or in some cases those directly impacting/working with the youth of the town.

In the past Young Mayor's Awards have been categorised, rather than randomly selected, which has proved a successful way of operating the awards scheme.

Category examples are "Young Carer", "Child of Courage", "Young Community Champion" and "Child Contributing to the Arts", although the Young Mayor may choose to think of their own categories.

The Young Mayor will have to consider whether they wish to choose awardees or open it up for nominations from the public.

The awards will have to go either to young people (under 18 years of age) or people that have a direct impact or a working with the younger people in the town.



The Young Mayor's Awards will usually be presented at the Annual Town Meeting (held each May), although this is something to be discussed during the process.

Before any decisions are made regarding awards, this must be discussed with the Mayor's Secretary to ensure feasibility and Council resource availability.

2.10 Civic Protocol

The role of Young Mayor is a civic role within the Town Council and therefore needs to follow the relevant civic protocols.

The Mayor's Secretary and/or Mayor will be able to give guidance of civic protocols in specific circumstances i.e. civic services, parades, council meetings etc.

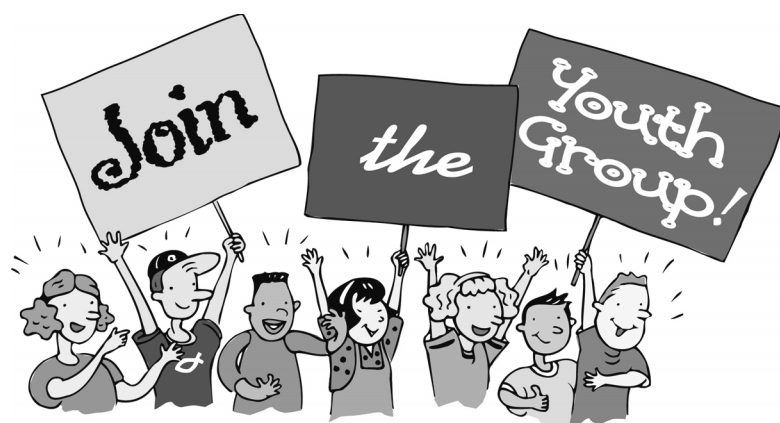
Chain of Office – the chain of office is an important part of the Council's civic regalia. The chain should only be worn when acting in the role of Young Mayor and should be taken care of at all times.

Dress Code – when attending civic functions, the dress code will usually have been specified. If it has not and the Mayor's Secretary is not available to check with, best to go smarter than thought. Most civic functions are formal dress occasions. The Young Mayor/Deputy are representing the Council, so must be dressed appropriately.

Titles – there are certain ways in which to address certain dignitaries, these will be talked through as and when needed. On a local level, when talking about Town Councillors in public or at a meeting, they should be referred to as 'Councillor Smith' rather than on a first name basis.

2.10 Youth Groups

The Young Mayor and Deputy will be encouraged to get involved with community youth groups where they can. The Mercread Centre holds



youth groups each week; the Young Mayor can contact them directly or liaise with the Councillor representative for the centre. There are also numerous sporting or music groups for the younger generations. These groups are a fantastic way to open dialogue between the Council and the youth of the town.

Communications

3.1 Contact with the Council

The Council will usually use email to stay in contact with both the Young Mayor and Deputy (see 3.2 below). However, the Council will ask for a phone number from each, just in case of a more urgent need to make contact.

Any personal contact details given to the Council will be held securely and not shared with anyone beyond Council staff.

3.2 Emails

The Young Mayor and Deputy each have a specific email account that is operated by the Council. Upon taking office, you will be given the details for accessing the email account. All email correspondence done in office should go through these accounts.

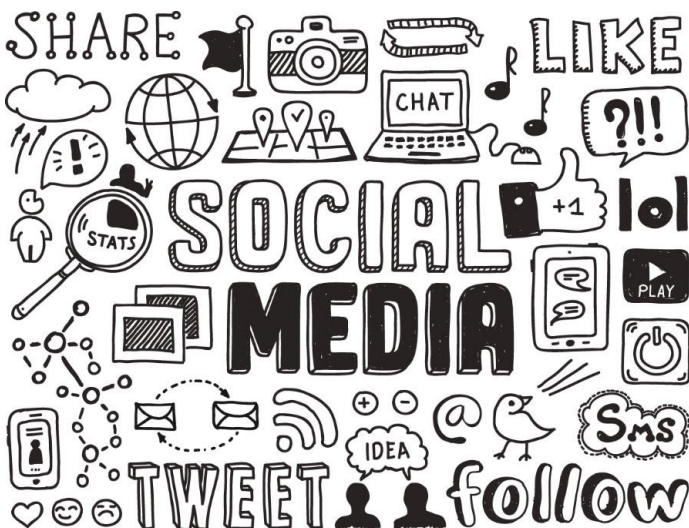
The Young Mayor and Deputy are responsible for their own email accounts however Council Officers may have to gain access in certain situations.

The Council will use these email accounts to communicate with the Young Mayor and Deputy, including giving details of events, meeting paperwork and Council updates.

At all times in office, the Young Mayor and Deputy must communicate courteously and politely. Inappropriate emails or an abuse of the email account could result in the individual being asked to stand down from office.

3.3 Social Media

Facebook - Facebook has proven a great method for the Council to spread its news and updates and reach more people that otherwise wouldn't necessarily know what the Council is doing.



Under the Council's Facebook profile, the Young Mayor has a Facebook page that they will be encouraged to take on day-to-day responsibility for, if they wish to.

The Young Mayor is encouraged to use this as much as possible; access for the Deputy to the page can also be arranged.

The Facebook page rolls over from one Young Mayor to the next. Again, any communications being made on the Facebook page must be polite, respectful and importantly, factually correct and apolitical.

Control of Posts - Most social media platforms mean that information is out in the public domain instantly. The Council and Young Mayor must therefore ensure what they are saying is correct and ideally, factual and not personal opinion.

The Young Mayor/Deputy should not be commenting on issues raised by the public on social media about Council matters.

In the event of any doubt, the Young Mayor should contact a Council officer or even Councillor for guidance before posting anything they are unsure about. If posts and subsequent comments are getting out of hand or difficult, the Young Mayor should bring this to the attention of a Council officer, remove themselves from the conversation and not be tempted in to an online argument.

Other Social Media - If the Young Mayor or Deputy wants to set up any new social media accounts, blogs or web pages, this must be discussed with the Mayor's Secretary in advance.

Communications Strategy - The Council has a useful Communications Strategy that the Young Mayor and Deputy may want to familiarise themselves with (available on the Council's website from early 2018).



Deputy Young Mayor

4.1 Relationship

The Young Mayor and Deputy will need to sort how they wish to work and interact together.

The year as a Deputy is the opportunity to learn the ropes before taking on the office of Young Mayor; the Deputy ought to be shadowing the Young Mayor as much as possible, attending events with them and assisting with any projects or fundraising, wherever possible.

Two heads are far better than one!

4.2 Handover

At each Annual Meeting of the Council in May, the Young Mayor will hand over the chain of office to the Deputy to allow them to begin their year in office.

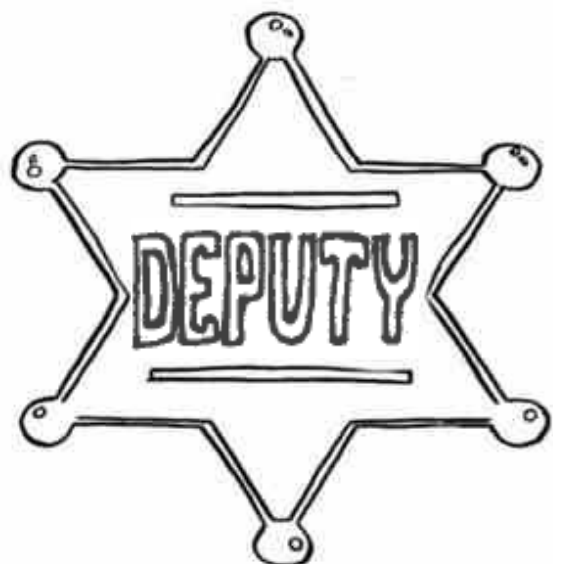
Ideally, having spent a year deputising, the new Young Mayor will have planned what they want to do with their year and have a basic understanding of how the year will go.

Upon handing over office, the former Deputy will take on the Young Mayor's email address, Facebook page and anything else of relevance.

4.3 Elections

Elections for a Deputy Young Mayor will begin in January each year, with a view to the Deputy being elected ready for the Council's Annual Meeting in May.

Ahead of elections, the current Young Mayor and Deputy will help promote the elections, the role of Young Mayor and try to drum up interest. This may include giving short talks at school assemblies or other ways of helping raise awareness of the elections within schools.



Personal

5.1 Personal Details

The Council will need to hold some personal information on file e.g. contact details, medical history or allergies, emergency contact details etc. All details, other than contact details, will be disposed of as confidential waste when the Young Mayor leaves office.

5.2 Parent / Guardian

The Council will want to meet with the parent/guardian of the Young Mayor and Deputy upon first taking office. The Council will need to be able to have a communication channel with the parent/guardian; it also gives them an opportunity to ask any questions they may have.

Due to the public nature of the role of Young Mayor, the Council will seek consent from a parent/guardian for use of photos and possibly videos of the Young Mayor and Deputy. This may be photos at public events or videos of Council meetings for example.

5.3 Risk Assessments

The Council carries out risk assessments for all its activities, including assessments surrounding young people. While the Young Mayor's/ Deputy's parent/guardian hold responsibility for them, the Council will ensure that at no times the Young Mayor or Deputy are placed under any undue risk. This will include checking travel arrangements have been made for functions and events and ensuring they are not to be alone in a building or area or with just one other person.

5.4 Priorities

The Council realises that quite often the term of office for a Young Mayor/Deputy will coincide with exams or other important personal occasions. The Council would not expect the civic duties to take priority by any means but does ask the Young Mayor/Deputy inform the Mayor's Secretary if they are going to need to take a step back for a period.

Find Us:

Seaford Town Council, 37 Church Street, Seaford, East Sussex, BN25 1HG

admin@seafordtowncouncil.gov.uk

www.seafordtowncouncil.gov.uk

01323 894870

Facebook: /Seaford.Town.Council

Twitter: @SeafordTC