Agenda

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FROM: ROSS L. FAIR
GENERAL MANAGER OF COMMUNITY SERVICES

SUBJECT MEETING ON FEBRUARY 26, 2007
YOUTH FRIENDLY DESIGNATION

RECOMMENDATION

That, on the recommendation of the General Manager of Community Services, the following report BE RECEIVED for information purposes.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

N/A

BACKGROUND

The Youth Friendly Community Recognition Program was developed in 2005 by The Play Works Partnership in association with Parks and Recreation Ontario. The Play Works Partnership is a movement of interested parties committed to helping youth by encouraging and promoting a greater investment in youth play. A Youth Friendly community is one that actively supports and provides opportunities for the growth and development of youth (ages 13 – 19) through recreation, arts, culture and civic responsibility. The criterion used for determining how friendly a community is includes:

1) Youth have options for play in their community.
2) Youth are formally connected to the community.
3) Facilities are dedicated to youth play.
4) It is easy for youth to find information about play activities in the community.
5) The community supports public youth events.
6) The community celebrates and recognizes its youth.
7) The community commits funding for youth play.
8) The community supports positive youth development.
9) The community supports youth volunteerism and leadership development.
10) The community has effective community partnerships.
11) Youth activism and advocacy for play is nurtured.
12) Youth feel comfortable in their own community.
13) Youth can get to the play programs that are offered.
14) Schools support the youth friendly approach.
15) Adults champion the need for youth play.
16) Play is accessible to youth with disabilities.

In 2006 City staff led the Youth Friendly Community Recognition application process along with several staff and youth from agencies including South London Neighbourhood Resource Centre, The Boys’ and Girls’ Club of London, Youth Opportunities Unlimited / Youth Action Centre, Neighbourhood Association of Westminster Park, London Urban Services Organization, Crouch Neighbourhood Resource Centre, and Glen Cairn Community Resource Centre. After submitting the initial Phase One application, which included crucial input from 10 London youth, London Play Works invited the Youth Friendly Committee to complete Phase Two, the formal application for recognition. In order for London to be recognized as Youth Friendly, the committee had to provide documentation, photos, newspaper articles, program flyers, etc., to prove that London meets at least 10 of 16 Youth Friendly criteria.
The committee collected information on London’s programs and services for ages 13-19, ranging from recreational activities to youth engagement and leadership opportunities. Along with the collection of tangible proof, the application included community endorsement by the South London Neighbourhood Resource Centre, youth endorsement by the South London Youth Centre Council, and municipal endorsement by Mayor Anne Marie DeCicco-Best.

A team of Play Works representatives reviewed the application and have declared that London meets the Youth Friendly Community standards, having met 16 of the 16 criteria. During National Youth Week in May 2007, London’s Youth Friendly Committee will be invited to accept this designation award. As well, London will be recognized as:
- a Youth Friendly Community in Municipal World magazine;
- a Youth Friendly Community in a news release to media in Ontario; and,
- a Youth Friendly Community on the Play Works website.

FINANCIAL IMPACT:
There is no financial impact to the proposed Community Services Department 2007 budget.

CONCLUSION:
Being recognized as Youth Friendly is the result of a great collaborative effort which ultimately contributes to celebrating youth and youth serving organizations in London.

PREPARED BY: Karen Oldham, Sally Thomson, Laurie Quinlan

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<tr>
<th>SUBMITTED BY:</th>
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<tbody>
<tr>
<td>Lynne Livingstone</td>
<td>Ross L. Fair</td>
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<tr>
<td>Director Neighbourhood &amp; Children’s Services</td>
<td>General Manager</td>
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London's Youth Strategy
Economic Prosperity

- Key priorities of Community Vitality and

and well-being of every Londoner

- A community committed to the health

- Top rank of Canadian municipalities

Vision for London
London's future lies with the next generation of leaders.

- A place to grow as an individual, as a family, as a business

A City of Opportunity

- A course of action to keep them here

An Emerging City

Mayor's focus on Emerging Leaders
To keep 25-44 year olds we need to focus on youth - 13-24 year olds

Community
- London as a youth friendly
- Strong neighbourhoods
- Strong families

What supports this vision and focus?
Support Staff and Outreach to Vulnerable Youth
- Resource Centre Funding Specific to Youth
- Creative City Initiatives
- Agency Core Funding

Funding

Programs and Services (Summer Camps)
Employment for Youth in City of London

Learning Earning Parenting (LEAP),
- Spectrum Programs, Leadership, Aquatics,

London

History of our work with Youth In
The Youth Demographic

Partners from this Historical Movement in

- London Police Services
- London Intercommunity Health Centre
- London District Catholic School Board
- Local Training Board
- Literacy Link South Central
- NAMARD
- Middlesex London Health Unit
- Community Services
- London Sports Council LUSO
- Thames Valley District School Board
- Catholic Board District School Council
- London Anti-Bullying Coalition
- Board of Trustees for TVDSB
- Ontario Nation Bilingual Futures
- Community Living London
- Youth Opportunities Unlimited
- Youth Action Centre
- YMCA of London
- Western Area Youth Services
- Child Care Services
- Children's Aid Society of London
- Boys & Girls Club of London
- Atriums Native Family Healing Services
- AIDS Committee of London
Scan of other municipalities
Inclusion
Existing City policies: e.g. Gender Equity
Prosperity of City
Concerns about future growth and economic
Creative City Initiative
(addresses youth safety net)
The Community Plan on Vulnerable Youth
Community Development Framework
Social Policy Framework
Community Vitality Priority of City

Considerations
Relevant Background
The City’s Options

- Continue our traditional approach of focusing on vulnerable youth
  - Builds on the initiatives from the Community Plan on Vulnerable Youth in London but maintains a problem orientation as opposed to one of possibilities

- Proactively lead the community to become engaged and work with ALL youth
  - Builds on the work done to date but shifts to a focus on positive youth development valuing youth’s contributions to a healthier, stronger community
Guiding Principles...

Families
Youth see a future for themselves and their
interesting place to live
Youth see London as a friendly and
development
Youth need opportunities for positive
ccontributions
Youth are a resource making positive
community
part of their neighbourhood and our
Youth see themselves as a vital and valued
association, services etc.
other civic sectors (businesses, etc.).

Promote the notion of Youth-Friendly to
Make information accessible
Provide targeted supports
Plan and coordinate services for youth
Community

Engage and consult Youth and the broader
Youth

Lead the community to take action with

The City's role is to:
Our Emerging Strategy Is...
Youth Friendly Website
Educational Forum
National Youth Week
Designation
Youth Friendly Community

2007 - Initiatives
Friendly City meets the criteria of a Youth Provincial Recognition that London Denization
Youth Friendly Community
Youth Celebrated
City Wide Big "Youth Led" Event
Opening Ceremonies
Business Events all week hosted by agencies and
May 7 - 13th 2007

and Middlesex
National Youth Week in London
Youth Involved
One day free training opportunity for Youth Service Providers

Funded by Ontario Trillium Foundation

London Youth Service Providers
Educational Forum

Youth Supported
Huron College
Chamber of Commerce
Small Business Centre
MindYourMind.ca
Covent Garden Market
Mainstreet London
R.C.M.P.
London Public Library

have formed some new partnerships.

As a result of these new initiatives we
Hubs –
Designations

- Neighbourhood Youth Friendly Strategy

- Builds on Best Start and Youth Strategy

- Child and Youth Agenda

Foundation for Strong Neighbourhoods
TO: CHAIR AND MEMBERS
COMMUNITY AND PROTECTIVE SERVICES COMMITTEE

FROM: ROSS L. FAIR
GENERAL MANAGER OF COMMUNITY SERVICES

SUBJECT MEETING ON FEBRUARY 26, 2007
NATIONAL YOUTH WEEK, May 7 – 13, 2007

RECOMMENDATION

That, on the recommendation of the General Manager of Community Services, the following report BE RECEIVED for information purposes.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

N/A

BACKGROUND

In October 2006, the Canadian Parks and Recreation Association declared the week of May 7 to 13, 2007 as National Youth Week in Canada. Under the leadership of Community Services staff, the London Youth Service Providers Network is embracing the opportunity to celebrate youth in the London community. A large group of stakeholders including youth service providers, businesses, schools and approximately 30 youth from across the city will plan and lead a week full of activities. These events will include cultural events, arts, recreation and sports, education and employment, ending with a youth-designed major event on Saturday May 12, 2007.

Purpose of the week:
- To work with youth, service providers, schools, agencies and businesses to host a week that celebrates youth in our community

Goals for the week:
- Recognize the contributions youth make to our community
- Actively engage youth as an advisory group and ensure the presence of youth led activities
- Promote a positive image of youth
- Build a stronger link between our youth and the whole community, including businesses
- Educate others on youth culture
- Support local neighbourhood focused initiatives

Actions:
- Coordinate all activities for the week and promote them together in a calendar of events across London and outlying areas
- Hold a City Wide event which is led by a diverse group of youth
- Recognize contributions of youth through awards, scholarships, etc.

Next Steps:
- Plan marketing strategy including media and posters
- Recruit additional stakeholders including businesses, cultural groups and youth serving
Agenda Item #2

Lynne Livingstone
Director, Neighbourhood & Children's Services
Department of Community Services

Ross L. Fair
General Manager
Department of Community Services

agencies
• Approach potential sponsors for individual and city wide events
• Facilitate partnerships that will lead to or enhance youth events

FINANCIAL IMPACT:

There is no financial impact to the proposed Community Services Department 2007 budget.

CONCLUSION:

Celebrating National Youth Week in London allows us to involve youth in a process that includes businesses, agencies, schools, and the broader London community working collaboratively to strengthen London neighbourhoods.

PREPARED BY:
Karen Oldham, Sally Thomson, and Laurie Quinlan, Neighbourhood and Children's Services

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