

**MAKE  
YOUR  
MARK  
2024**

**SCVYS**

**Staffordshire Results Report**



**Youth Parliament**  
MAKING OUR MARK

United Kingdom

# Contents

Background.....page 3

2024 Topics.....page 4

Youth Voice in Staffordshire.....page 5

Promotion & Awareness.....page 6

Results (Overview).....page 7

Results: Staffordshire.....page 8

Results: Newcastle-under-Lyme.....page 9

Results: Staffordshire Moorlands.....page 10

Results: East Staffordshire.....page 11

Results: Stafford.....page 12

Results: Cannock Chase.....page 13

Results: South Staffordshire.....page 14

Results: Tamworth.....page 15

Results: Lichfield.....page 16

Countywide Participation Summary.....page 17

Analysis & Key Points.....page 18

Conclusion.....page 19

Acknowledgement & Thanks.....page 20



# Background

Make Your Mark, the UK's largest youth consultation, returned in February 2024, with Local Authorities from England, Wales, Northern Ireland and Scotland taking part, in addition to British Overseas Territories. Aligned with the UK Youth Parliament elections every two years, the ballot aims to amplify the voices of young people and set the agenda for social action, driven by the concerns and priorities of young people aged 11-18.

Staffordshire Council of Voluntary Youth Services run Make Your Mark in Staffordshire and are grateful for the support of SCVYS member groups, partner organisations, schools/education providers, and Staffordshire's elected youth council, Staffordshire Youth Union.

In 2022, over 434,492 votes determined the top three issues for young people across the UK:

- Health & Wellbeing
- Jobs, Money, Homes & Opportunities
- Education and Learning

From the results, the national campaign 'Food for Learning' was developed which focussed on solutions to address food poverty across the UK.

Previous Make Your Mark results have led to national campaigns including:

- Stop Plastic Pollution
- Mental Health: a movement for change
- Action Against Knife Crime

In 2022, the Staffordshire ballot witnessed encouraging participation despite challenges posed by the pandemic, reflecting the resilience and determination of young constituents. The number of votes cast countywide in 2022 was 1,541, which represented a 256% increase in participation compared to 2020.

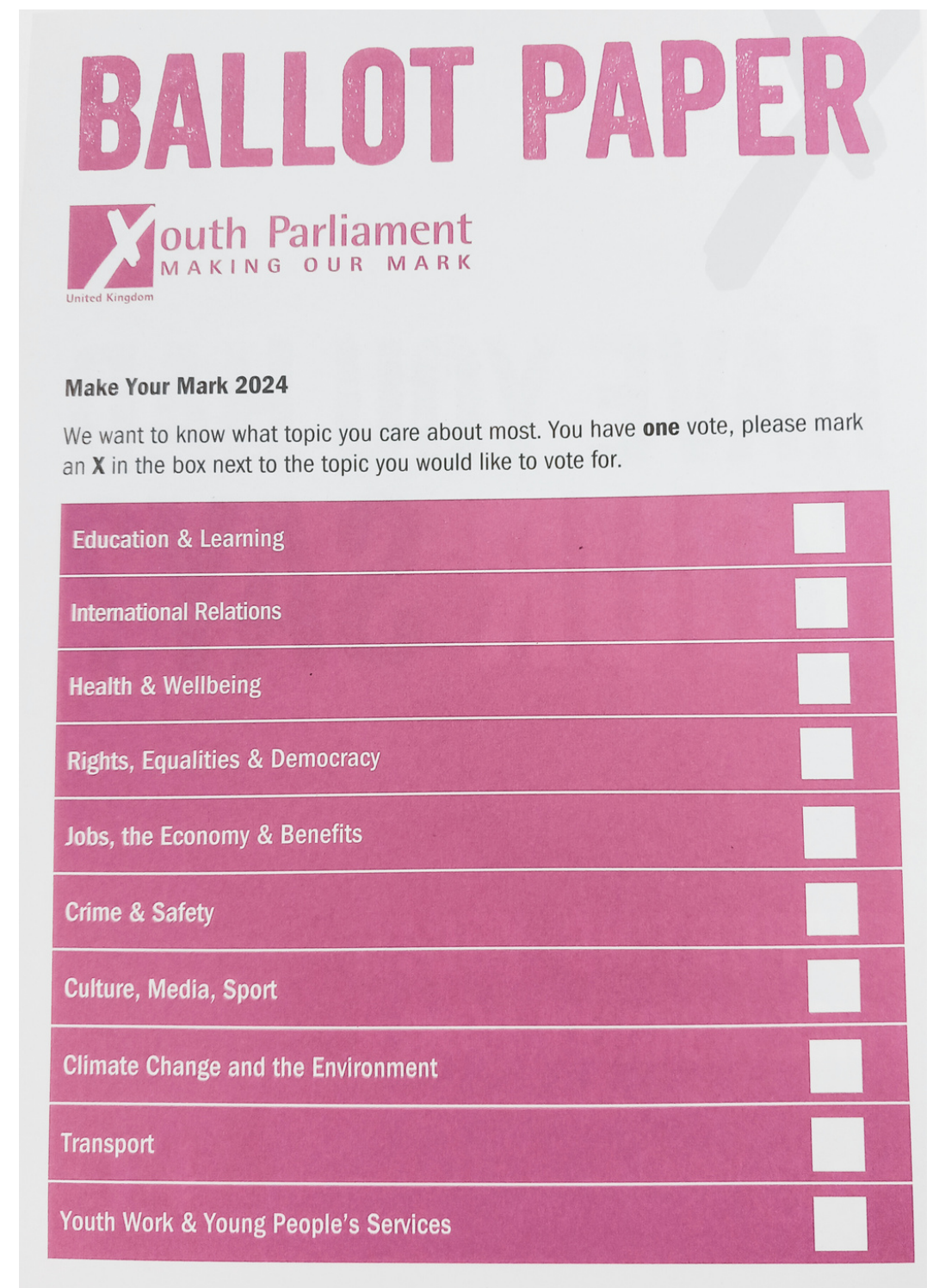


# 2024 Topics

Across the UK and overseas territories, 11-18 year olds were asked to vote for the one issue they felt was the most important, or was their biggest concern or priority.

There were 10 topics in total for voters to select from for Make Your Mark 2024:

- Education and Learning
- International Relations
- Health and Wellbeing
- Rights, Equalities, and Democracy
- Jobs, the Economy, and Benefits
- Crime and Safety
- Culture, Media, Sport
- Climate Change and the Environment
- Transport
- Youth Work and Young People's Services



**“Make Your Mark uses broad voting themes to allow newly elected Members of Youth Parliament to conduct localised research, better understanding how an issue impacts upon the communities and people they stand to represent. This approach enables young people to have real ownership on the issues they choose to tackle.”**

British Youth Council, 2024

# Youth Voice in Staffordshire

Staffordshire's only elected, countywide youth council, Staffordshire Youth Union (SYU), represent and champion youth voice locally and seek to influence and make positive change to improve life for young people. They were instrumental in increasing the reach of Make Your Mark in 2024 and the results will go on to inform their debates, campaigns, and social action locally here in Staffordshire.

From this democratically elected group, 4 Members of Youth Parliament have been elected to represent Staffordshire nationally within UK Youth Parliament (UKYP) and the results will be used to decide the topics of debate at the Annual Sitting in the House of Commons, and subsequent national campaign.

## Youth Population Changes

The UK Youth Parliament uses population figures from the Office for National Statistics' Population Estimates. Outside of the Census, which is collected every 10 years, this gives the best available picture of the population.

Using figures from the Office of National Statistics ensures a single and consistent approach across the whole of the UK; though these figures can differ from those collected locally. This population data is also used to determine the number of seats allocated to Local Authorities in UK Youth Parliament (UKYP).

UKYP is made up of 203 constituencies and 395 seats; each Member of Youth Parliament represents up to 20,700 young people. In Staffordshire we have 4 seats at the UK Youth Parliament.

**“Young people are the future, but we are also the present. Our voices and stories matter in the now.”**

**April Beadman  
Member of Youth Parliament  
2023**

# Promotion & Awareness

All education settings in Staffordshire were contacted over late 2023 and early 2024 to inform/remind providers and organisations how they could help to facilitate Make Your Mark. This was in addition to the usual methods of promotion such as Staffordshire's 'School Bag', newsletters, direct communications with SCVYS member groups, and through the PSHE Digest via the Pan-Staffordshire PSHE Education Service .

The Make Your Mark Campaign was extensively promoted through SCVYS and Staffordshire Youth Union social media channels - primarily Instagram and Facebook. This was in addition to every school, college, sixth form and SEND school in Staffordshire being sent an information pack offering both online voting and the use of paper ballots.

All 10,000 ballot papers were distributed to schools and youth groups across the county, however, as shown by the results total, not all of them were used. In areas with low voter/organisational engagement, schools/colleges/SEND settings were targeted directly and offered further support. In total, 25 settings were offered further support, and bespoke online voting systems were created in attempts to increase participation and make participation as easy and accessible as possible.

Examples of one of the social media campaigns can be seen below.

**Make Your Mark** **Topic 10**  
**Youth Work & Young People's Services**

What does Youth Work & Young People's Services mean to you?

- Is there enough youth work available?
- Are there any volunteering opportunities?
- Are there enough youth services available? Do they have a variety in activities and target audience?

For more information go to: <https://staffscvys.org.uk/make-your-mark/>  
Voting is open from Monday 5th February until Sunday 3rd March 2024.

**Make Your Mark** **Topic 4**  
**Rights, Equalities & Democracy**

What does Rights, Equalities & Democracy mean to you?

- Should you learn about it at school/college?
- Should the voting age be lowered?
- What needs to be done for a more equal society?
- Does equal pay still matter?

For more information go to: <https://staffscvys.org.uk/make-your-mark/>  
Voting is open from Monday 5th February until Sunday 3rd March 2024.

# Results

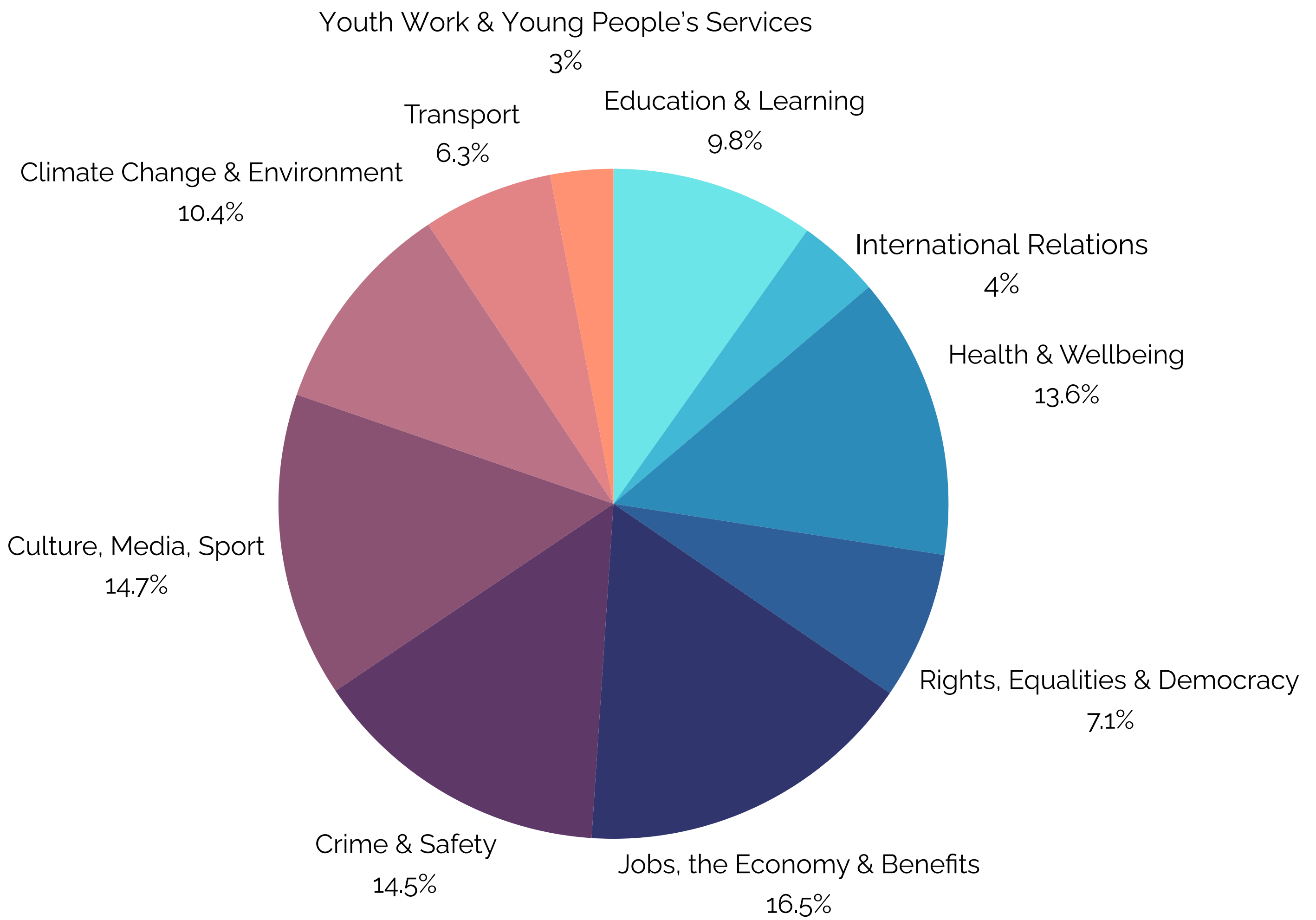
Make Your Mark 2024 saw the total number of votes cast across the whole of the UK rise to 512,606, meaning an additional 78,114 young people took part compared to the previous Make Your Mark ballot in 2022.

Across the West Midlands region, 44,027 votes were cast, with Staffordshire accounting for 10.3% of this, at 4,514 votes in total. This represents a 193% increase in participation for the county, compared to the voter turnout at the previous ballot.

The table below shows the number of votes cast across Staffordshire, West Midlands, and nationwide, with their rank in brackets () to allow easy comparison across areas.

Topic	Staffordshire	West Midlands	UK
Jobs, the Economy & Benefits	<b>744</b> (1st)	<b>5,356</b> (3rd)	<b>69,256</b> (4th)
Culture, Media, Sport	<b>664</b> (2nd)	<b>5,299</b> (4th)	<b>69,261</b> (3rd)
Crime & Safety	<b>656</b> (3rd)	<b>8,564</b> (1st)	<b>78,893</b> (2nd)
Health & Wellbeing	<b>616</b> (4th)	<b>6,456</b> (2nd)	<b>85,976</b> (1st)
Climate Change & the Environment	<b>469</b> (5th)	<b>3,060</b> (7th)	<b>49,383</b> (5th)
Education & Learning	<b>443</b> (6th)	<b>4,614</b> (5th)	<b>48,713</b> (6th)
Rights, Equalities & Democracy	<b>321</b> (7th)	<b>4,238</b> (6th)	<b>40,452</b> (7th)
Transport	<b>284</b> (8th)	<b>2,508</b> (8th)	<b>29,849</b> (8th)
International Relations	<b>180</b> (9th)	<b>1,440</b> (10th)	<b>16,693</b> (10th)
Youth Work & Young People's Services	<b>137</b> (10th)	<b>2,492</b> (9th)	<b>24,130</b> (9th)
<b>TOTAL</b>	<b>4,514</b>	<b>44,027</b>	<b>512,606</b>

# Staffordshire: Countywide Results 2024

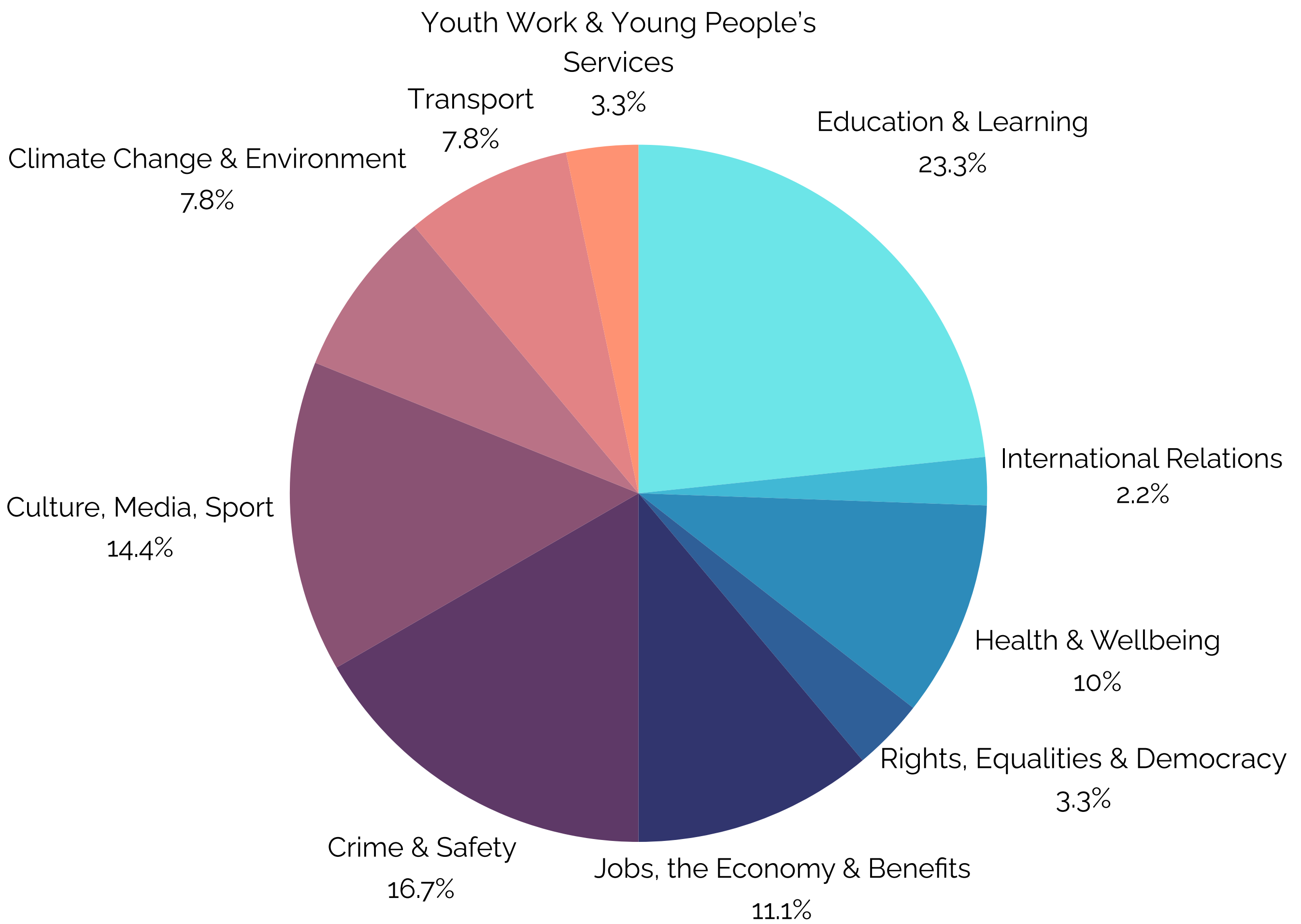


**Across Staffordshire,  
4,514 young people  
voted, and the  
results show that  
their top 5 priorities  
were...**

1. Jobs, the Economy & Benefits
2. Culture, Media, Sport
3. Crime & Safety
4. Health & Wellbeing
5. Climate Change & the Environment



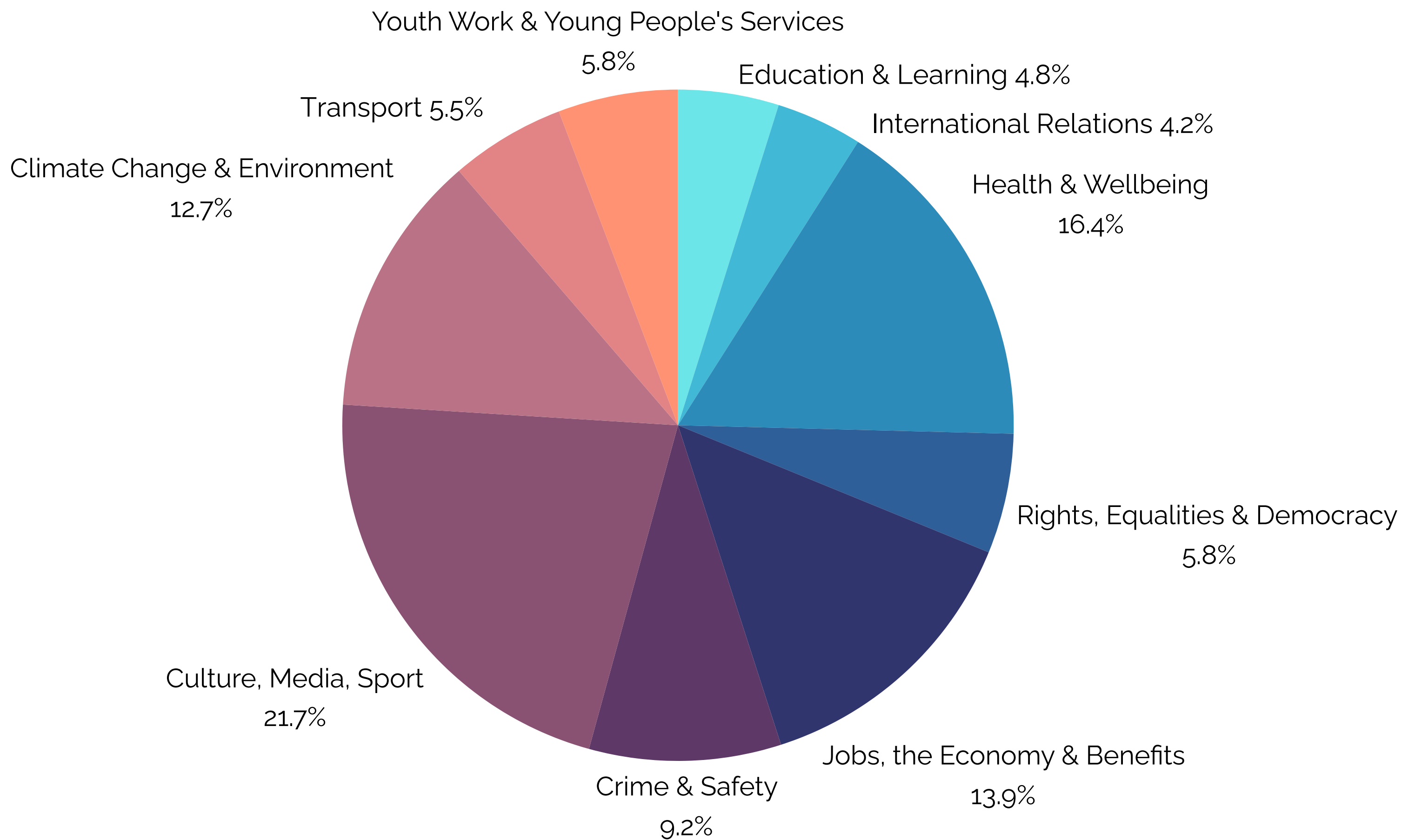
## Staffordshire Results: Newcastle-under-Lyme



**A total of 90 votes were cast in the borough of Newcastle-under-Lyme. They prioritised...**

1. Education & Learning
2. Crime & Safety
3. Culture, Media, Sport

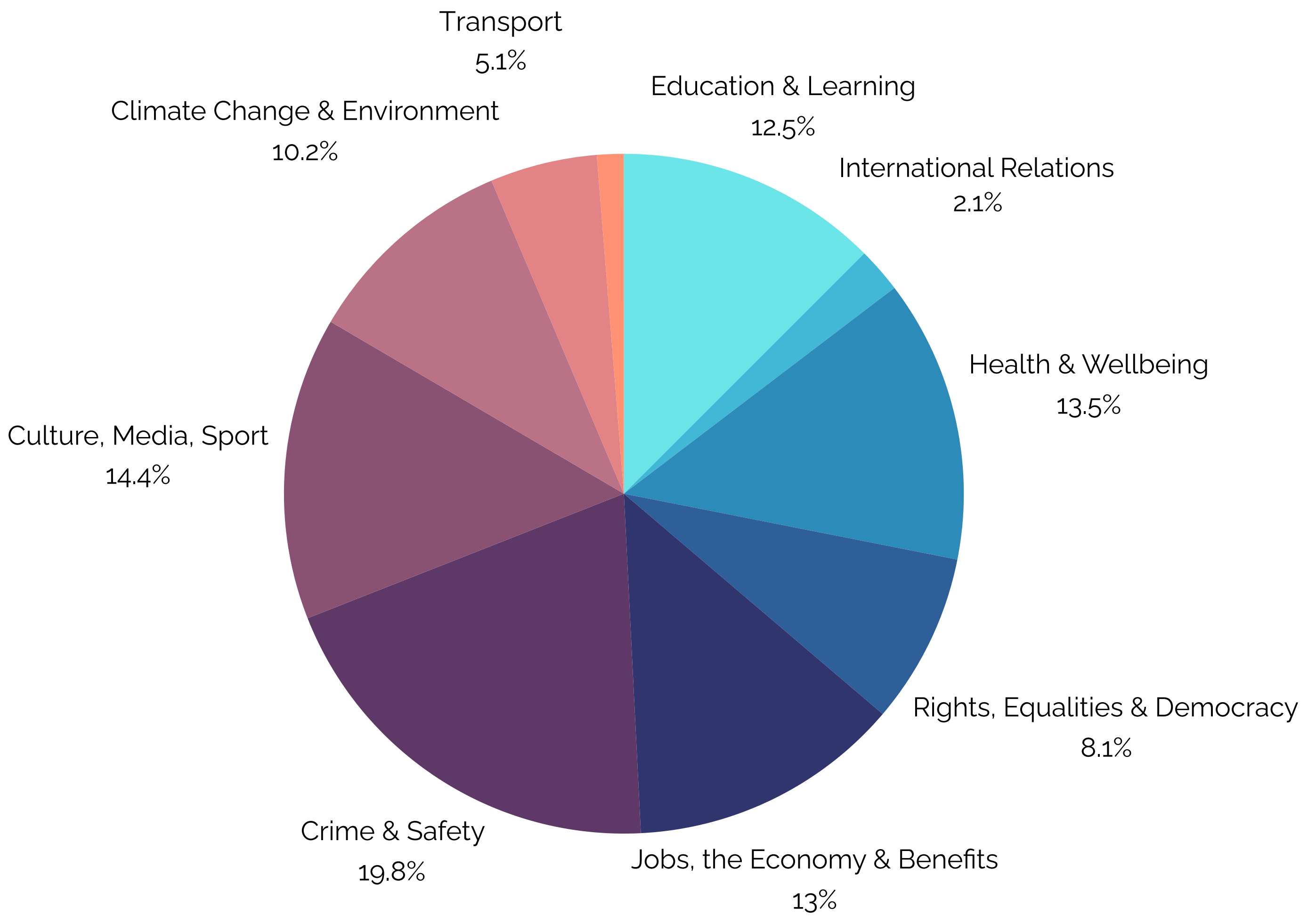
## Staffordshire Results: Staffordshire Moorlands



**433 young people in Staffordshire Moorlands had their say. They prioritised...**

1. Culture, Media, Sport
2. Health & Wellbeing
3. Jobs, the Economy & Benefits

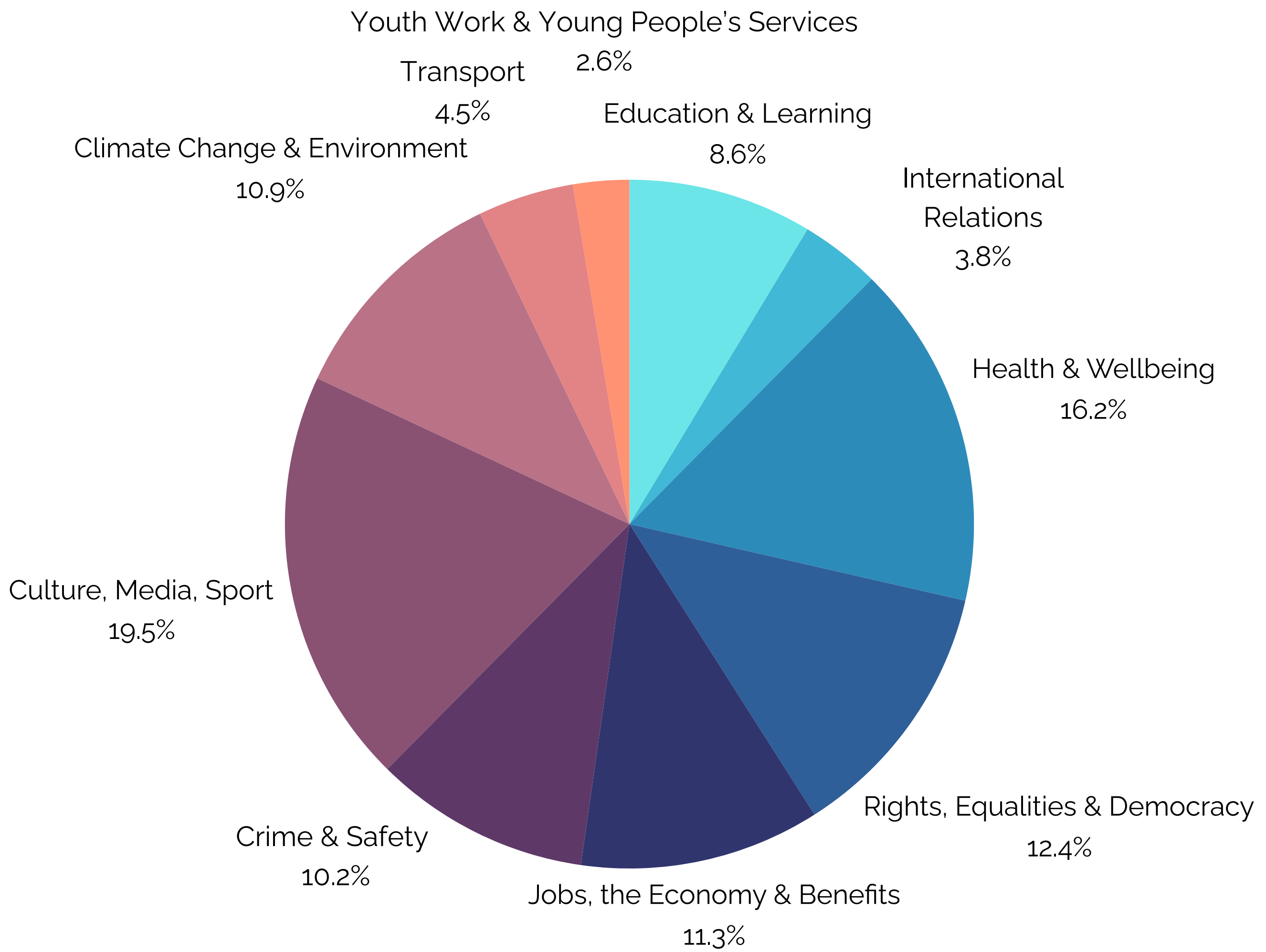
## Staffordshire Results: East Staffordshire



**1,256 of East Staffordshire's 11-18 year olds voted. They prioritised...**

1. Crime & Safety
2. Culture, Media, Sport
3. Health & Wellbeing

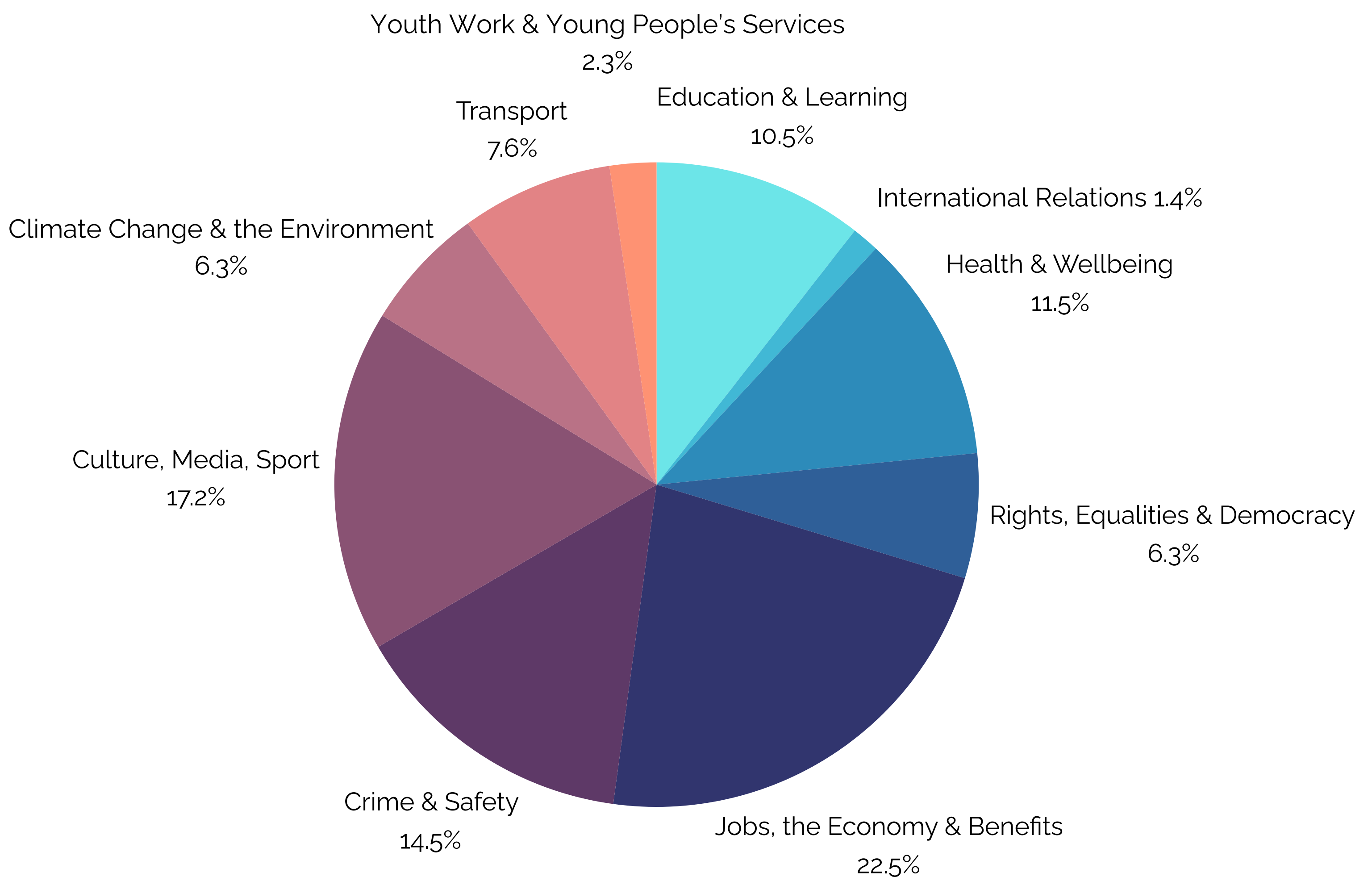
## Staffordshire Results: Stafford



**In Stafford Borough  
266 young people  
voted. They  
prioritised...**

1. Culture, Media, Sport
2. Health & Wellbeing
3. Rights, Equalities & Democracy

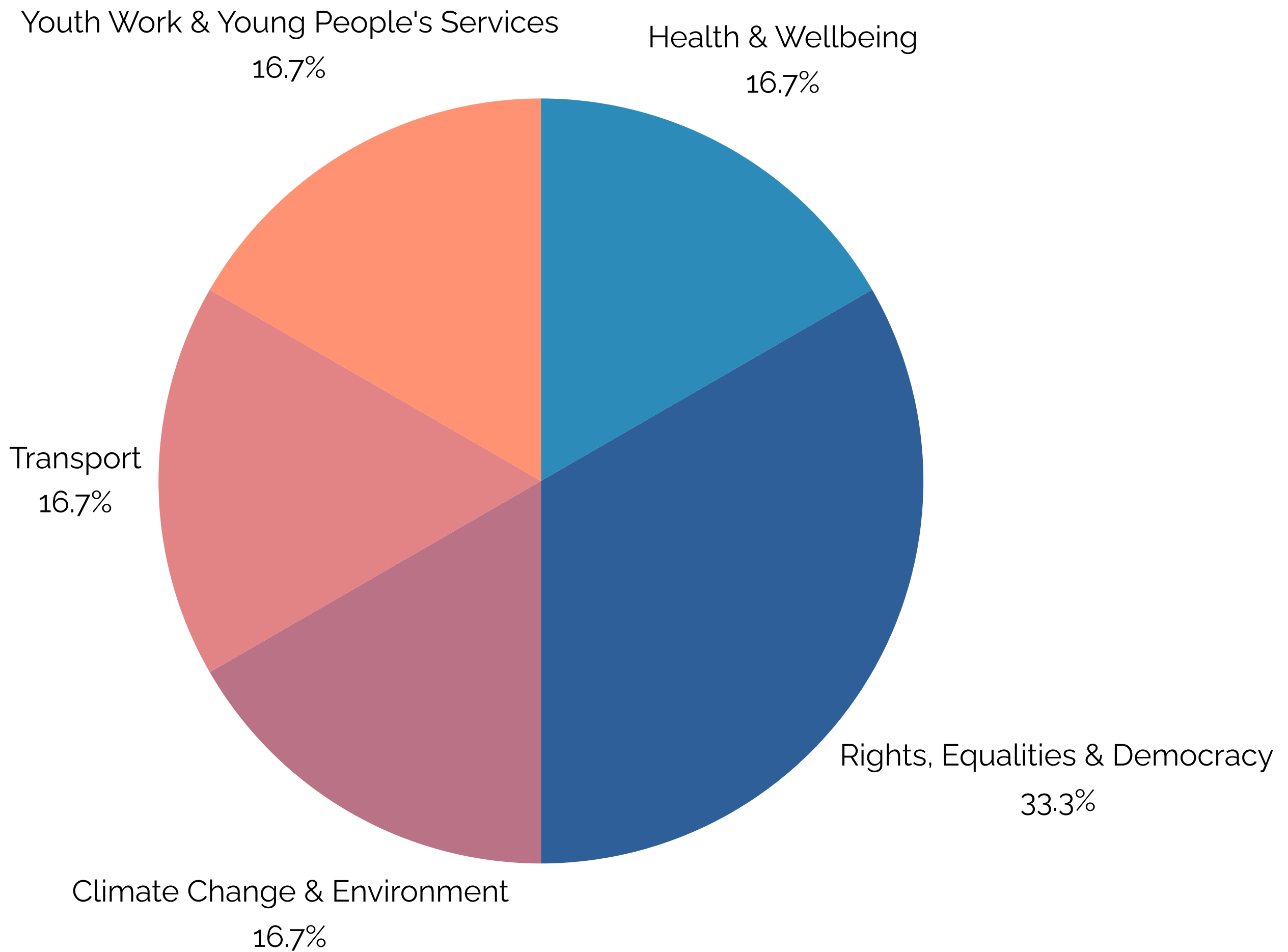
## Staffordshire Results: Cannock Chase



**512 votes were cast  
in Cannock Chase  
District. They  
prioritised...**

1. Jobs, the Economy & Benefits
2. Culture, Media, Sport
3. Crime & Safety

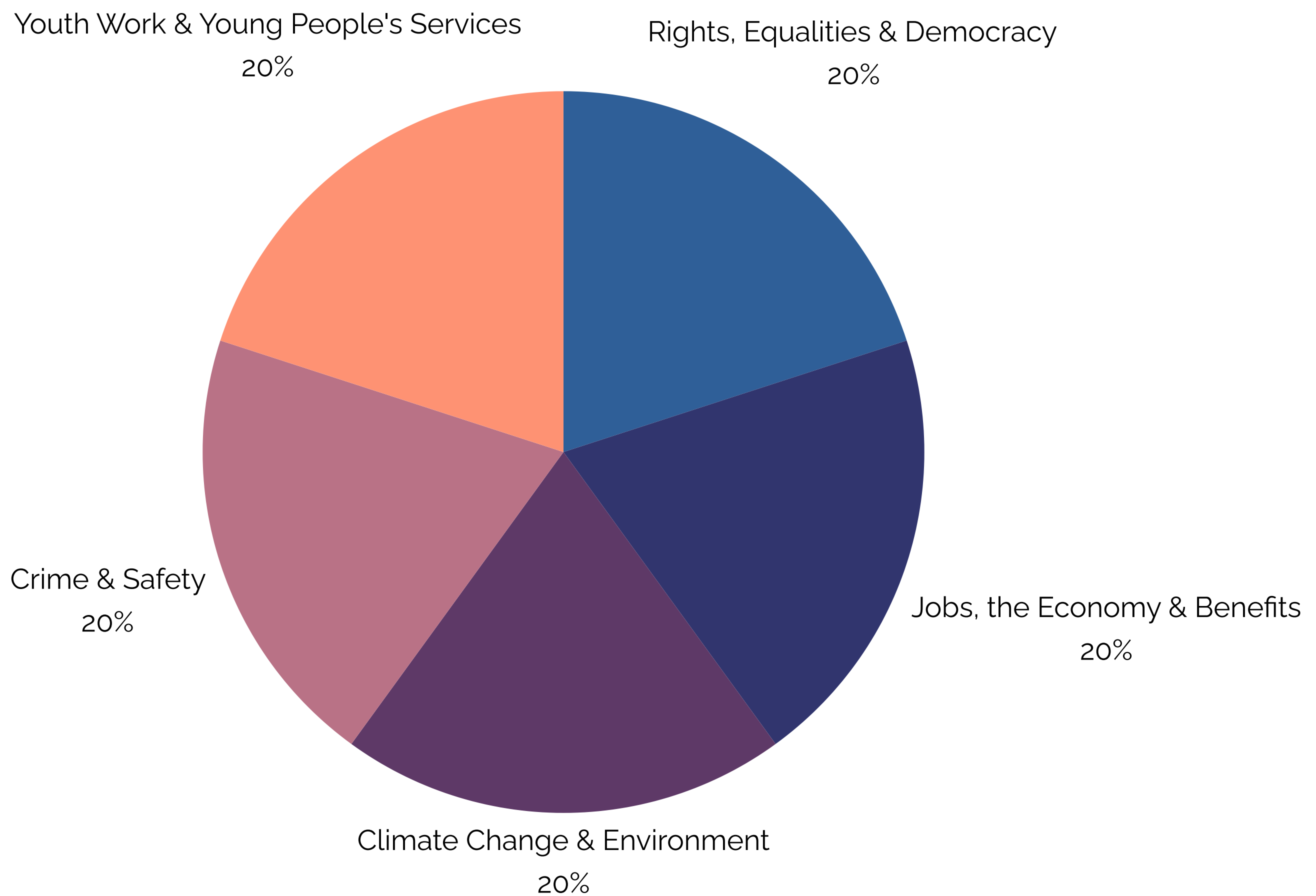
## Staffordshire Results: South Staffordshire



**With a total of 6 votes, online voters in South Staffordshire selected...**

1. Rights, Equalities & Democracy
- Climate Change & the Environment
  - Transport
  - Health & Wellbeing
  - Youth Work & Young People's Services

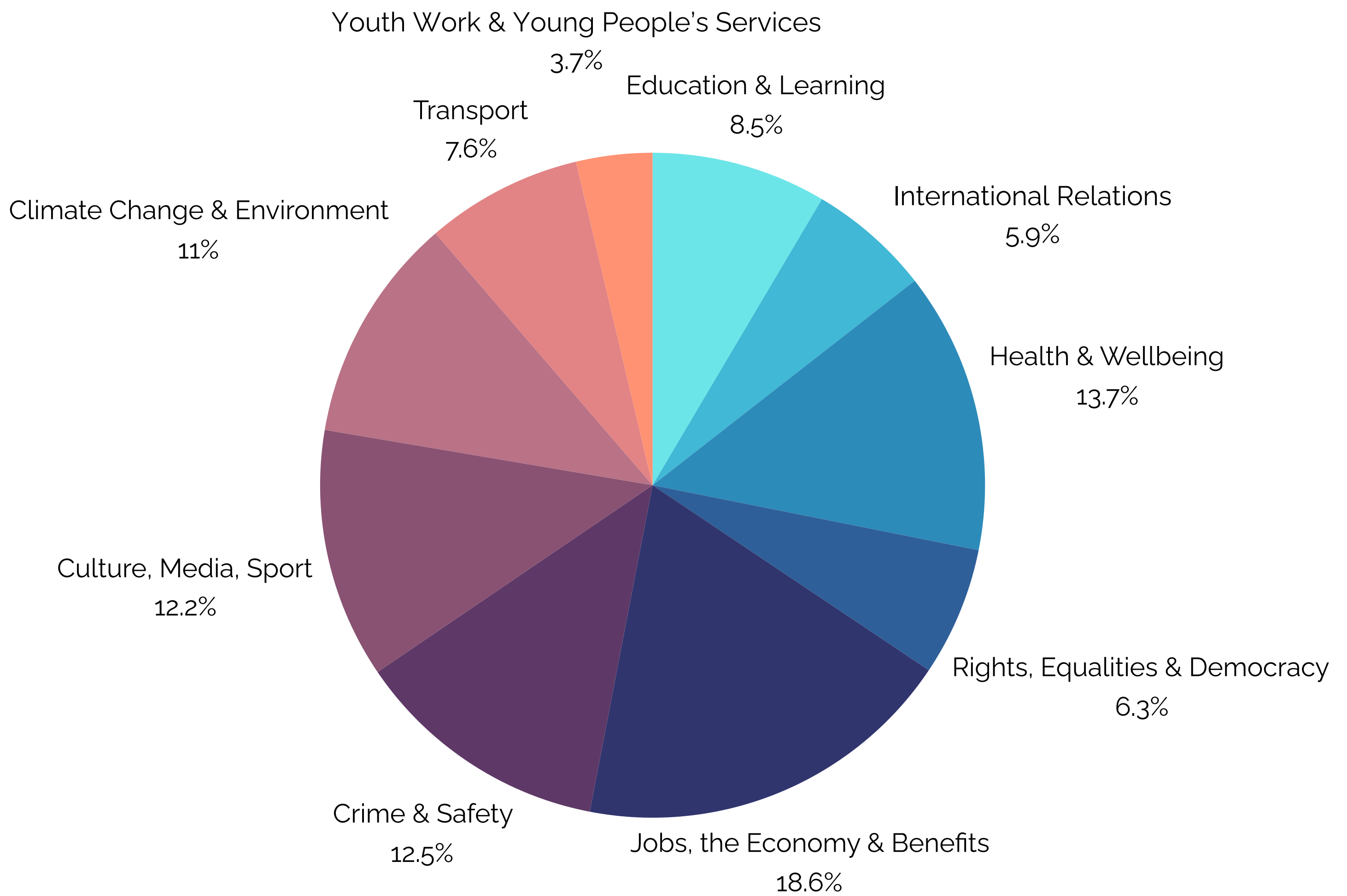
## Staffordshire Results: Tamworth



**Only 5 votes were recorded in the borough of Tamworth, with one vote each for these topics...**

- Crime & Safety
- Youth Work & Young People's Services
- Jobs, the Economy & Benefits
- Rights, Equalities & Democracy
- Climate Change & the Environment

## Staffordshire Results: Lichfield



**The biggest turnout of 1,916 young voters was in Lichfield. They prioritised...**

1. Jobs, the Economy & Benefits
2. Health & Wellbeing
3. Crime & Safety



# Countywide Participation Summary

Staffordshire District/Borough	Voter Turnout
Newcastle-under-Lyme	90
Staffordshire Moorlands	433
East Staffordshire	1,256
Stafford	266
Cannock Chase	512
South Staffordshire	6
Tamworth	5
Lichfield	1,916
Online Votes (area unknown)	30
<b>TOTAL</b>	<b>4,514</b>

## Centre for Youth Impact Collaboration and British Youth Council Closure

Make Your Mark 2024 benefited from collaboration with the Centre for Youth Impact, who supported the delivery of the consultation. Whilst initially the intention was for the Centre for Youth Impact to work alongside the British Youth Council (BYC) following Make Your Mark to garner insight into the results of the vote, the BYC announced its closure in March 2024 due to ongoing financial challenges.

As Make Your Mark and UK Youth Parliament were programmes delivered by the BYC, there is currently uncertainty regarding the future of Make Your Mark and UK Youth Parliament.

# Analysis & Key Points

Health & Wellbeing once again emerged as a pressing issue in 2024, Whilst only placing 4th highest in Staffordshire, its position as UK's biggest priority indicates continued awareness and concerns among young people regarding their overall well-being.

Research conducted by SCVYS as part of the Staffordshire Youth Union election process in November 2023 indicates that 'Mental Health Awareness' and 'Mental Health Support' are key concerns for local young people under the topic of Health and Wellbeing.

Climate Change & Environment, though still relevant, saw a slight decrease in votes, possibly indicating shifting priorities or perceptions among young people.

Placing third in the West Midlands region, and fourth nationwide, with 744 votes in Staffordshire, Jobs, the Economy & Benefits has been voted our number one issue. The ongoing 'Cost of Living Crisis' undoubtedly provides context for a strong emphasis on economic opportunities and financial security among young people in Staffordshire.

Culture, Media, Sport takes second place amongst young people's priorities in Staffordshire. Discussions with young people who took part in the vote suggest that increased representation of youth voice in the media and access to sporting and cultural events and opportunities are very important to local young people.

The top 4 priorities are consistent across the results for Staffordshire, West Midlands and UK:  
Jobs, the Economy & Benefits; Culture, Media, Sport; Crime & Safety  
Health & Wellbeing

# Conclusion

Make Your Mark 2024 in Staffordshire showcased increased participation and evolving priorities among young voters. While certain themes such as Health & Wellbeing and Jobs & Economy remained constant, others experienced notable fluctuations, reflecting the dynamic nature of youth perspectives and concerns.

Moving forward, continued efforts to enhance youth engagement and address emerging issues will be crucial in ensuring the efficacy and relevance of initiatives like Make Your Mark in empowering youth voices and driving positive change.

Note: the closure of British Youth Council presents uncertainty about the programme's future at the present time. Regardless of how the situation develops, Staffordshire Council of Voluntary Youth Services remains committed to youth engagement and enhancing the power and influence of young people's voices.



# Acknowledgement & Thanks

Make Your Mark 2024 could not have reached so many young people without the help and support of partners across the county.

SCVYS would like to extend our warmest thanks to the following:

- Staffordshire Youth Union members
- 1st Cheslyn Hay Boys' Brigade
- Cannock Chase High School (500 votes)
- The Coppice Academy, Newcastle-under-Lyme (89 votes)
- De Ferrers Academy, Burton (552 votes)
- Lichfield District Youth Council (13 votes)
- Erasmus Darwin Academy, Burntwood (667 votes)
- King Edward VI School, Lichfield (1,231 votes)
- Kingsmead School, Hednesford (online vote, unknown)
- Paulet High School, Burton (694 votes)
- Tean Youth Club (38 votes)
- Walton High School & Sixth Form, Stafford (264 votes)
- Westwood College, Leek (394 votes)
- Midlands Region Youth Voice workers and Youth Focus West Midlands for their continued dedication.

