

# Authentic Campaign

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Practitioners Forum 2018



# RECLAIM

# #PF18



**WORKING CLASS YOUNG PEOPLE BEING  
SEEN, BEING HEARD AND LEADING  
CHANGE**

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# Young Members Board Recruitment

## A Manifesto For Young People

At The Co-operative, we have always believed in working with our members and customers to create better ways of doing business. We also know that to secure our future it is vital that this work embraces the talents and dynamism of the young people who work and shop with us.

That's why our ground-breaking **Co-operative Young Members' Board (CYMB)** has produced this manifesto, laying down a series of aspirations for the future and outlining the concrete ways that we will work with, and for, young people. Together we can work with young people to not only build our own business but also lead the way for others.

Showing how all businesses can benefit from the energy and innovation of working with young people.

The manifesto is broken down into 6 key areas where the CYMB feel they can make the greatest contribution to The Co-operative:

- 1) Developing Products and Services**
- 2) Building Our Democracy**
- 3) Challenging Perceptions**
- 4) Investing In Our Future**
- 5) Setting Our Vision**
- 6) Leading The Way**



# Youth LEAD Approach

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## RECLAIM

### Moss Side Pride 2015 MANIFESTO

- The gangs are gone, now we're a community full of pride and spirit
- Share Moss Side's success - praise over gossip
- A Moss Side postcode won't affect our future
- Let's celebrate Moss Side and recognise the talent within
- We're blessed with so many cultures - they bring us closer to the world
- Judge our Moss Side today, not your legacy

Work as one and RECLAIM our area.

RECLAIM is a project for 12-13 year old girls who live or go to school in Moss Side.

This manifesto shows our priorities, for our community, in our own words.  
If you support our ideas, please display this in your window. Thank you.

[www.reclaimproject.org.uk](http://www.reclaimproject.org.uk)

registered charity # 1139807



## TEAM FUTURE



#TEAMFUTURE

### ELECTION MANIFESTO: What we want from politicians

#### 1) HONESTY

No more empty soundbites. We deserve the truth.

#### 2) REPRESENTATION

You've not walked in our shoes yet you decide our path. Give us democracy with diversity.

#### 3) APPROACHABILITY

Speak clearly and we will engage. Don't hide behind political language.

#### 4) INCLUSION

We are not election props or photo opportunities. We demand our voices are heard.

### POWERHOUSE PIONEERS' 2016 MANIFESTO

- They may not have a house, but Greater Manchester is their home; ensure the voices of homeless young people are heard
- The NHS is not a faceless service; use our devolved responsibility to truly value our health workers
- We say what teachers need to hear, while denied life lessons; support education teaching beyond the classroom
- Discarding intolerance makes a great society, embracing our differences makes our Manchester Greater
- The 'Arts' needs authentic expression; allow for diversity so others do not act on our behalf
- To achieve equality between the North and South tomorrow, become the Pioneers that change the mindsets of today
- Youth must play a part in building their own legacy, consult with the future of the Powerhouse

Work as one and RECLAIM our area

Powerhouse Pioneers is a project for 14-20 year olds who live, study and work in Manchester.

This manifesto shows our priorities, for our community, in our own words.  
If you support our ideas, please display this in your window. Thank you.

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Working class young people being seen, being heard and leading change



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**Reaching the  
‘Unreachable’/  
‘Disengaged’.**



# Representation

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# Say No to Tokenism

- Who Really Benefits?
- When is it OK to use young peoples images in your campaigns?
- Do what you say you are going to do.





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Q&A