

Appendix 3: Life Chances for Girls – Recommendations

No.	Recommendation	Further information	Lead Officer to deliver
1	<p>Active4Today branding material with a focus on representative images</p> <p>As part of a planned update to their branding and promotional materials, Active4Today to focus on using images from the local community.</p> <p>These images should include a diverse range of individuals to reflect the district's population and promote inclusivity, particularly in how girls and young women are represented.</p>	<p>Following the recent work carried out by communications and marketing students from Nottingham Trent University as part of a long-term university programme, the report highlighted the need to enhance branding and imagery. It was recommended that marketing materials feature real, recognisable members to foster authenticity and relatability.</p> <p>The Life Chances for Girls Working Group agreed, emphasising the importance of using inclusive imagery that reflects a diverse range of people.</p> <p>Active4Today is initially seeking specialist advice from Communications and Marketing Business Manager on this and a wider scheme of comms and marketing works.</p> <p>It is anticipated that Active4Today will look to increase resource with a focus on strategic marketing.</p>	Active 4 Today
2	<p>Celebrate the success of existing Active4Today programmes</p> <p>Active4Today to regularly share good news stories and programme successes to highlight the positive impact on members and the wider community. Emphasis should be placed on showcasing outcomes for girls and women, helping to inspire participation and demonstrate inclusive engagement.</p>	<p>The team at Active4Today are actively working on their approach this and share these updates consistently across communications platforms.</p> <p>Active4Today is initially seeking specialist advice from Communications and Marketing Business Manager on this and a wider scheme of comms and marketing works.</p>	Active 4 Today

		It is anticipated that Active4Today will look to increase resource with a focus on strategic marketing.	
3	<p>Report on performance and programmes with specific focus on outcomes for girls and women</p> <p>To work collaboratively Active 4 Today to agree the best way to provide clearer insights into how girls and women are engaging with the leisure facilities and targeted group programmes.</p> <p>To include gender specific user numbers to ensure we understand how women and young girls are using our services</p>	<p>Active4Today will submit their draft Business Plan in November as part of the annual cycle. This presents a timely opportunity to introduce the proposed context and direction, with any agreed changes to be implemented from the 2026/2027 period.</p> <p>Any changes to the existing reporting arrangements must be communicated in advance, with appropriate context provided. This should include reference to the Life Chances for Girls Working Group to ensure alignment and transparency to the Board and Shareholders.</p>	Active 4 Today and Performance Team
4	<p>Promote Healthy Relationships through targeted awareness programmes</p> <p>To make it a requirement as part of supporting and funding community settings (e.g. sports pitches) that our partners deliver a targeted awareness programme.</p> <p>These sessions should aim to include topics such as mutual respect, and breaking down gender stereotypes, and support healthy relationships between boys and girls.</p>		Health Improvement and Community Relations Manager
5	<p>Promote online safety education</p> <p>To work with our partners to identify ways to promote online safety education for young people and parents/carers highlighting specific risks and pressures associated with consuming digital media.</p>	To be delivered as part of existing Communications Strategy, with a focus on trusted partners messaging that the Council can signpost and share.	Communications and Marketing Business Manager

6	Support actions based on public safety survey results To review and work collaboratively with Nottinghamshire Police on the findings on the 'Walk in my shoes' survey, focusing specifically on the identified hotspots within our district.	The survey closed 26 May. https://nottssvss.org.uk/walk-in-my-shoes/ The police have gathered the data and discussed with the Designing Out Crime Officer (DOCO). A report, including recommendations for improvements has been referred to the Council for supporting actions.	Community Safety Manager
7	Domestic Abuse training To ensure that council communications and public-facing materials clearly convey that staff are trained in domestic abuse awareness and that the council offers a safe, supportive environment for residents seeking help or information. The working group identified that there is a benefit for members training session too, which will be built into the wider programme of works.	This is being delivered as part of the wider DAHA accreditation work and communications plan, such as DA messaging and visible indicators to be include on the website, signage, service points and social media,	DAHA operational group
8	Domestic Abuse resources and information online To continue work on reviewing and strengthening the Council's website content on Domestic Abuse, to ensure that we clearly communicate the support pathways to anyone affected. This includes signposting survivors to Nottinghamshire's Women Aid Co-Production Service 'Better Together', which invites survivors of domestic abuse, including men, women, and young people to share their experiences and shape future support services through small group or 1:1 sessions. These sessions are facilitated by Nottingham Trent University.		DAHA operational group
9	Spaces suitable for girls		Director of Communities and Environment

	To work with suppliers and architects to ensure that when the Council is designing future parks or outdoors spaces, the criteria should reflect the needs and voices of girls and young women.		
10	<p>Expand the food clubs through community volunteers</p> <p>To continue to deliver and consider possible expansion of the delivery of food clubs and cookery skills programmes, which have proven to be popular, inclusive, and oversubscribed. This would be achieved through recruiting a cohort of volunteers, that the council upskills and supports to deliver in their own communities, and need some initial resources such as Level 3 Food Hygiene Certificate, plus materials e.g. gas stoves, chopping boards, pans.</p> <p>These programmes offer safe spaces for diverse groups, including girls, GRT communities, SEN young people, and boys and provide valuable opportunities to engage on wider issues by “making every contact count.”</p>	<p>Between June 2024 and July 2025, over 140 teens participated on the sessions run by the Council (up to 15 per class).</p> <p>With this demand, it has been a longer-term aspiration to widen the delivery model as such will be built into the Council’s Business Planning cycle to implement from 2026/2027.</p>	Healthy Active Lifestyle Manager
11	<p>Council’s Gender Pay Gap report to PPIC</p> <p>To present the Council’s Gender Pay Gap report to PPIC on an annual basis for scrutiny.</p> <p>The report is currently shared with SLT and JCC. Presenting the report to a scrutiny committee annually would:</p> <ul style="list-style-type: none"> • Enable oversight of how well the council is progressing toward gender equity in pay and leadership. • Align with broader equality goals, such as Equality, Equity, Diversity & Inclusion 	<p>The most recent report was published for 2024:</p> <p>https://www.newark-sherwooddc.gov.uk/media/nsdc-redesign/documents-and-images/your-council/access-to-our-information/publication-scheme/transparency/Gender-Pay-Gap-Reporting-for-March-2024.pdf</p>	HR and Training Business Manager
12	<p>Equality Impact Assessments (EIAs) prioritised</p> <p>To embed Equality Impact Assessments (EIAs) into all council projects, policies, and decisions to ensure that activities do not inadvertently disadvantage girls and young women.</p> <p>This may include:</p>		Equality, Equity, Diversity & Inclusion Operational Group

	<ul style="list-style-type: none"> • Make EIA completion a clear step in project initiation and policy development. • Include a specific prompt in the EIA template to assess gender-based impacts, with a focus on girls and young women. • Review completed EIAs annually to identify patterns and areas for improvement. 		
13	<p>Member understanding of Equality Impact Assessments (EIAs)</p> <p>To equip elected Members with the knowledge and confidence to interpret and embed Equality Impact Assessments (EIAs) to carry out any of their decision-making responsibility.</p> <p>This will ensure that there is:</p> <ul style="list-style-type: none"> • Greater scrutiny of gendered impacts in council reports and strategies. • Stronger alignment between council actions and its commitment to equality and inclusion. 		Equality, Equity, Diversity & Inclusion Operational Group
14	<p>Member training to empower and ensure all voices are heard</p> <p>To add to the member training programme a supportive session aimed at creating a safe and inclusive space where all councillors can build confidence, develop practical tools, and feel empowered to express their views more actively in council settings.</p> <p>While the session will be open to everyone, it will be especially supportive of those who tend to be quieter in these environments, who are, though not exclusively, often women.</p>	Governance, General Purposes & LGR Committee holds responsibility for member training, they have been invited to consider this recommendation and incorporate it into the forward plan for member development. The nature of the timeline means that by agreement this has been included on the G&GP&LGR committee agenda.	Elections and Democratic Services Business Manager
15	<p>Members to receive training to support and target grant funding bids and opportunities</p> <p>To empower elected Members with the knowledge, tools, and confidence to effectively communicate grant funding opportunities and criteria to</p>		Healthy Places Business Manager

	<p>residents and community groups, thereby improving the quality and targeting of applications. This could cover:</p> <ul style="list-style-type: none"> • Eligibility criteria, including examples of successful applications. • Key deadlines and decision-making timelines. • Contact details for the Community Team for direct support. • The grant application process and assessment criteria. • Common pitfalls and how to avoid them. • How Members can proactively identify and support eligible groups in their wards. 		
16	<p>Continue support and funding of ‘Prison me no way’</p> <p>To actively support the Council’s continued funding of the awareness programmes 'Prison Me No Way,' to see that each cohort receives the same benefits year on year.</p> <p>'Prison Me No Way:</p> <ul style="list-style-type: none"> • raises awareness among young people about the causes, consequences, penalties, and impact of crime. • promotes positive decision-making and personal responsibility <p>The sessions are interactive that simulate real-life scenarios, helping participants understand the realities of criminal behaviour and the justice system. Young people involved have engaged positively and provided feedback that they have been valuable.</p>	<p>https://www.newark-sherwooddc.gov.uk/latest-news/2025/february/programme-aimed-at-educating-young-people/</p> <p>The sessions cost around £2.5k per day per school. For all secondary schools and some of the alternative provisions within the district, approximately £20k.</p> <p>NSDC funded this previously out of the Safer Greener Cleaner pot.</p> <p>It is well known that feelings of safety and reducing ASB are really important area to residents.</p> <p>NSDC is allocating budget to support these and other activities in 2026/27 and beyond.</p> <p>This funding forms part of a broader budget for diversionary initiatives, totalling approximately £50,000, and will replace</p>	<p>Director of Communities and Environment, Community Protection Business Manager, Portfolio Holder of Public Protection and Community</p>

		previous financial support provided through the Police and Crime Commissioner's Locality Fund.	
17	<p>Commissioning the delivery of behaviour change programmes such as 'Healthy Relationships' within schools and a wider diversionary programme of activities</p> <p>The Healthy Relationship programme was rolled out in some secondary schools in previous years, delivered by delivered by charity Equation.</p> <p>This is comprehensive training tailored for all secondary students, with a strong emphasis on:</p> <ul style="list-style-type: none"> • Education around Violence Against Women and Girls • Challenging current trends in misogyny and incel propaganda • Promoting understanding of consent and respect • Providing guidance on phone and image safety <p>This programme is seen as a proactive measure to educate all young people about healthy relationships and reduce harmful behaviours.</p>	<p>NSDC is allocating budget to support these and other activities in 2026/27 and beyond.</p> <p>This funding forms part of a broader budget for diversionary initiatives (extreme wheels roadshows, amateur boxing, mending lines community fishing project and others) totalling approximately £50,000 and will replace previous financial support provided through the Police and Crime Commissioner's Locality Fund.</p>	<p>Director of Communities and Environment, Business Manager for Community Protection and Portfolio Holder of Public Protection and Community</p>
18	<p>Attend annual expo event with a focus on life chances for girls</p> <p>To reach and engage with a large and diverse cohort of young people at the annual expo event, sharing clear and accessible information, interactive resources and tools, and offering support and signposting which focuses on the life chances and outcomes of girls.</p> <p>The annual event is attended by approximately 1,500 children and is already well established. It presents a unique and high-impact opportunity to engage directly with young people from across the district. Establishing a dedicated stall at this event aligns with the working group's emphasis on improving communication and signposting strategies, particularly those aimed at younger audiences.</p>	<p>Arrangements are underway for officers to attend the next expo event on 13 November 2025 to share key messages about safety, wellbeing, and opportunity in a format that is accessible and engaging. This initiative can be delivered with minimal additional resource by leveraging existing materials and staff presence.</p> <p>https://www.newark-sherwooddc.gov.uk/latest-news/2025/june/future-first-expo-2025/</p>	<p>Transformation, HR Communications and Health and Wellbeing Teams</p>

<p>19</p>	<p>Developmental assets data sharing</p> <p>To explore data intelligence gathered by YMCA for the Developmental Assets work, including comparative data between 2023 and 2025.</p> <p>Comparative data from 2025 would allow the council to:</p> <ul style="list-style-type: none"> • Track progress or regression in youth wellbeing. • Identify which interventions have worked and where gaps remain. • Prioritise resources for the most at-risk groups. 	<p>The YMCA data reflects the unique strengths and challenges of Newark’s youth, rather than relying on national averages. This localised intelligence is essential for tailoring services and avoiding one-size-fits-all approaches.</p>	<p>YMCA</p>
<p>20</p>	<p>Promoting female role models through school volunteering</p> <p>To explore the feasibility and interest of launching a targeted volunteering initiative that encourages female professionals to speak in secondary schools and colleges, particularly at GCSE and A-Level stages. This initiative should be marketed to both school staff and council teams, with a clear message: “You can’t be what you can’t see.”</p> <p>Showcasing diverse female role models, especially from underrepresented backgrounds, is important to help young women visualise broader career paths, challenge stereotypes, and build confidence in their future potential.</p>	<p>All council staff have access to a volunteering day, which can be used to participate in this initiative. The council already maintains a strong network of school and college contacts. It is proposed that the Working Group Chair and Management Sponsor issue a joint communication to these contacts to generate interest and identify opportunities for staff to get involved.</p> <p>Where possible, this programme should prioritise a specific female cohort in schools, where these networks in school already exist.</p>	<p>Life Chances for Girls Working Group Chair and Director of Customer Services and Organisational Development</p>