

Report to: Children and Young People's Panel Cabinet

Date: 22nd May 2008 29th May 2008

Subject: Things to do, Places to go Strategy

Report of: Director of Children and Young People's Services

Contact officer: Sue Astbury Tel No 01942 486003
email address: Sue.Astbury@wigan.gov.uk
or Sheila Martland Tel No 01942 705586
email address: S.Martland@wigan.gov.uk

Purpose / summary: To seek members approval of the Strategy

Alternative options considered and reason for selecting the one recommended: Not applicable

Recommendation / decision: That members accept and support the Things to Do, Places to Go Strategy

That members identify an elected member who can support the implementation of the Strategy

Key Decision: This report involves a key decision within ground(s) 1.

The decision made as a result of this report will be published within **48 hours** and cannot be actioned until **seven working days** have elapsed, i.e. before 10 June 2008

This item is included in the Forward Plan.

Risks / Implications:

Financial:	None
Staffing:	None
Policy:	None
Equal Opportunities - Has a Diversity Impact Assessment been conducted?	Yes
Wards affected:	All Wards

There are no risks at this stage as Budget Allocation is already in place, and External Funding is already available with further funds to come on stream in the future.

Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation? Not at this stage

If yes, have the property implications been agreed with the Corporate Property Officer?

Does this proposal have significant implications for the Council and the local population? No

Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure? No

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council’s Constitution?	Yes
Has the Executive Director Business Support Services confirmed that any expenditure referred to within this report is consistent with the Council’s budget?	Yes
Are any of the recommendations within this report contrary to the Policy Framework of the Council?	No Not Applicable

For Cabinet reports only :

Categorisation of the report:	x		x
Discussion leading to a decision		Discussion	
Monitoring		Decision	x
Sharing for corporate understanding		Information	

Tracking/Process:

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
22.05.08		29.05.08	

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer



Date

15th May 2008

1.0 Background

The range and quality of positive activities that are on offer to young people is a central feature in Government Policy. As is the need for Local Authorities to consider the number, diversity and quality of places and spaces that can be accessed and used by young people.

The Education and Inspections Act (2006) introduced a new statutory duty on Local Authorities to secure access for young people in their area to sufficient positive leisure time activities.

“Aiming High for Young People: a ten year strategy for positive activities” published in July 2007 sets down clear important characteristics of successful activities and spaces that should be on offer; and builds on the five key principles of Every Child Matters.

Wigan values its young people and is keen to develop a quality “Youth Offer” which will ensure that they have.

- Somewhere to go, something to do and someone to listen to
- A say in the development of such provision
- Clear information about these opportunities
- Barriers removed which would restrict access and engagement in the activities and opportunities offered
- Opportunities to volunteer and take an active part in promoting community cohesion.

Over a two year period work on this strategy has been undertaken in partnership with a wide range of officers and staff from within Children and Young People’s Services, other Statutory and Voluntary Sector partners and young people. This has involved focus groups, and consultation exercises. The result is now the production of this strategy.

Partners have acknowledged the value that the full implementation of this Strategy could have on their key priorities, for example the reduction in Teenage Pregnancy figures, improvements in the overall health of young people including sexual health, the reduction in anti-social behaviour and a narrowing of the attachment gap across the Borough.

2.0 Proposals

- 2.1 That the Vision, and nine objectives set to achieve to Vision are accepted.
- 2.2 That approval is given to establishing a Partnership Strategic Steering Group to drive the Strategy, and that further approval is given to the identification of a Key Senior Officer lead.
- 2.3 It is also essential that the Strategy is Championed by an Elected Member and approval is also sought for this.
- 2.4 Finally, the Implementation Plan giving indication of short, medium and long term developments is accepted, with the understanding that this is

developed and monitored by the Strategic Partnership Group and this will necessitate in the future, clear Capital and Resourcing Strategies and decisions.

3.0 Conclusions

- 3.1 That the Strategy is approved and accepted and that the Implementation plan can receive full endorsement from Elected Members.

Diversity Impact Assessment form

Section: Children and Young People's Service

Policy/Service Area: Positive Activities for Young People

Person Completing Form: Sheila Martland

Date: 11.05.08

Do any of the below groups suffer specific disadvantage (please indicate)

	Yes	No		Yes	No
Race		x	Disability		x
Ethnicity		x	Gender		x
Age		x	Religion		x
Class		x	Sexual Orientation		x

Is there evidence of disadvantage or associated problems?

The Strategy is based on and encompasses the principles of diversity and equality, it is a statutory responsibility to secure access for young people in their area to sufficient positive leisure time activities. It will ensure that activities are attractive to young people and inclusive and young people and their parents are involved in decision and delivery. Also they will offer ease of access, not just physically, although transport and affordability are acknowledged as key issues, but that young people who are socially excluded are afforded access. Discrimination is overcome by ensuring that activities are faith and culturally sensitive, young people with multiple needs access targeted services within a framework of universal provision to avoid stigmatisation.

How was the information collected and/or who have you consulted with?

This strategy has been developed over a two year period. CYPS has worked with a wide range of partners, including Environmental Services, Wigan Leisure and Cultural Services, PCT, GM Police, Greater Manchester Fire and Rescue Service and the Voluntary Sector. Consultation has been undertaken with partners, who have also been engaged in focus groups and workshops. Young people have also been engaged in the process through consultation.

Action Plan – *What specific actions are planned to tackle any disadvantage identified?*

Not applicable

Is the policy in line with current equality legislation and relevant codes of practice?

Yes

Timescale	-
Responsibility	-
Comments	-

Are the actions specified included in any other documents/plans?

Departmental Service Plan	CYPS – CYPP7 – improve the range and accessibility of positive activities for all children and young people
Section/Team Plan	Engagement Branch Plan
Other (Specify)	-

Date for further review -

THINGS TO DO, PLACES TO GO STRATEGY

**DRAFT
April 08**

CONTENTS

P 3	Introduction
P 4	Key Principles
P 4	The Policy Landscape
P 5	Local Context
P 6	The Vision
P 8	Partnership and Collaboration
P 8	Finance / Resources
P 10	Achieving the Vision – Action Plan
P 11	Implementation Plan

1. INTRODUCTION

Let us for one minute imagine that we can see into the future. The year is 2025 and we are looking at the landscape of Wigan through young people's eyes. What do we see?

The picture is pretty impressive. There are real places out there in and around the town where we can spend our leisure time that are welcoming, are of high quality and where we feel safe and free to engage in the activities of our choice. Some of these places are in our neighbourhoods some we are able to travel to easily and cheaply. Some we know are shared with other community users, but we have our own space within them and use them at times to suit us. Others are very definitely just for young people. We also have a choice of having spaces where there are no adults or very limited adult supervision, in others we are supported by professional staff and volunteers, indeed some of us volunteer ourselves and get a real buzz out of doing so. We also have a choice of what we want to do and when we want to do it. The activities are of excellent quality, are fun, enjoyable and we have a laugh, but we also know that we are really benefiting from them. They are also affordable and open to us all - no one feels that they are not welcome or cannot take part.

The really amazing thing is that we have all had a real say in shaping what we have got. We really feel that it is ours. We feel respected as young citizens, and really feel a part of our neighbourhoods and indeed our town. We are well proud to live here and we know that the adults feel pretty good about us to.

This vision of the future could well become a reality if we start to make some real changes now into how we ensure the future of our young people in Wigan. Yes, it will present us with challenges but it is worth really tackling them with vision and energy to achieve the best possible outcome for the places to go, things to do for young people.

- 1.1 The range and quality of positive activities that are on offer to young people aged 11-21 years is a central feature in Government Social Policy, and is currently reflected in Policy and Strategy Development in the Borough of Wigan.
- 1.2 The Children and Young People's Plan for Wigan Borough 2006-2009 states that
 - More children and young people will participate in creative, leisure and learning activities outside normal school hours. We will ensure that children and young people have access to a range of creative, leisure and learning activities that they want to take part in, in places where they want to meet.
We will ensure that children and young people are made aware of, and have easy access to information on the various creative, leisure and learning activities and opportunities open to them.
 - Children and young people are increasingly safe from crime and can access a greater range of diversionary activities. We will make sure that clear information is available about constructive activities for children and young people to take part in. We will provide a Wigan "Things to Do, Places to Go Strategy" which will include opportunities provided at schools.
- 1.3 Thus the "Things to Do, Places to Go Strategy" sets out to provide both the national and local context, the vision and key objectives that need to be achieved. It should provide a clear framework for the work, and lay the foundations for the development of innovative new opportunities for Wigan's young people.
- 1.4 The Strategy defines who the key partners are, and their roles and responsibilities.
- 1.5 Many of the elements of the Strategy are already in place, but a number will need to be developed creatively and with vision and investment.
- 1.6 It is intended that this Strategy is a "live" document, and can be amended and shaped further over the coming months and years. It should retain a clear vision but gain both a life of its own and a vibrancy to evolve positively to shape the ACTIVITIES (Things to Do) and SPACES (Places to Go) that quite simply the children and young people of Wigan need and deserve by right.

2. KEY PRINCIPLES

- 2.1 The Children's Act (2004) states that Services for Children and Young People should be of high quality, be easy to access and make sense to children, young people and their families.
- 2.2 Government consultation with young people regarding the most important things in their lives resulted in the defined key principles of "Every Child Matters". These principles underpin this Strategy. They are that children and young people should
- Stay safe
 - Be healthy
 - Enjoy and achieve
 - Make a positive contribution
 - Achieve economic wellbeing
- 2.3 It is essential that young people receive high quality services and provision, and that they have plenty of choices and a real say and influence on the development of provision.
- 2.4 Wigan values it's young people and is keen to develop a quality "youth offer" which will ensure that they have
- Somewhere to go, something to do and someone to listen to.
 - A say in the development of such provision.
 - Clear information about these opportunities.
 - Barriers removed which would restrict access and engagement in the activities and opportunities offered.
 - Opportunities to volunteer and take an active part in promoting community cohesion.

3. THE POLICY LANDSCAPE

- 3.1 Government Policy, in particular that from 2002 onwards has set down clear markers in relation to the improvement of the well being and life chances of all young people.
- 3.2 Transforming Youth Work Resourcing Excellent Youth Services (2002) set clear standards for Youth Work Provision which included clear specification, in a planning framework, of the needs and of the range of opportunities for personal and social developments, to which young people have access (to include cultural activities, counselling, international and residential experiences, sport and outdoor adventure, and voluntary action).
It clearly stated the need to secure convenient and suitable access for young people to high quality youth work in safe, warm, well equipped locations and secure adequate opening of youth provision within these locations. Emphasis was placed on Authorities to demonstrate clear arrangements for the involvement of young people in the democratic process, and in particular ensuring that the principles of "Hear by Right" Local Government Association / National Youth Agency (LGA/NYA July, 2001) underpinned the process.
- 3.3 Every Child Matters (Change for Children) (2004) followed by Youth Matters - Next Steps (2006) introduced and developed the theme of "Things to Do, Places to Go".
- 3.4 Statutory guidance on positive activities for children and young people was published in October 2006, following extensive consultation.
- 3.5 The Education and Inspections Act (2006) introduced a new duty on Local Authorities to secure access for young people in their area to sufficient positive leisure time activities. The Act also places new responsibilities on Local Authorities to
- Secure access to sufficient Youth Work activities that improve young people's personal and social development. This is central to the legislation and places a specific duty on Authorities to do so.

- Establish clearly young people's views about current positive activities and facilities, the need for further provision and the accessibility of provision. Local Authorities must then take these views into account when acting upon the legislation.
- Provide information on positive activities and related facilities in the area, and clearly publicise their local offer of "Things to Do, Places to Go".
- Consider the expediency of commissioning or facilitating other providers to offer positive activities or services to enable young people to access activities.

3.6 In order to support the aim for young people to be central to the process, and to be actively involved in shaping the opportunities open to them, two funding streams were released in 2005 - The Youth Capital Fund and Youth Opportunities Fund.

3.7 In July 2007 the Government published "Aiming High for Young People : a ten year strategy for Positive Activities". This document sets out a strategy to transform leisure-time opportunities, activity and support services for young people in England. The Strategy, the last strand of the Government's policy review of Children and Young People to be published, has informed the outcomes of the 2007 Comprehensive Spending Review. It sets out clear aspirations and emphasises the importance of Local Authorities and a full range of local partners, including the third sector, parents and young people themselves in showing a real commitment in order that the vision can be achieved.

3.8 The Aiming High Strategy sets down clear important characteristics of successful activities and spaces that further build on the principles set in Every Child Matters for quality provision. Namely that

- Successful activities are attractive to young people and inclusive.
- Teenagers are not treated as 'problems'.
- Young people and their parents are involved in decision and delivery.
- Appropriate supervision is offered in a safe environment.
- They offer ease of access, not just physically, although transport and affordability are acknowledged as key issues, but that young people who are socially excluded are afforded access.
- They address young people's needs in the round.
- They encourage sustained participation and retain young people as they mature.
- They are creative.
- Discrimination is overcome by ensuring that activities are faith and culturally sensitive, and young people with multiple needs access targeted services within a framework of universal provision to avoid stigmatisation.

3.9 New proposals for investments and further reform of young people's services are outlined in the Children's Plan published in December 2007.

4. LOCAL CONTEXT

4.1 Wigan's Community Plan (2005-2010) states that "Community consultation nearly always expresses real concern about young people, sometimes this is about anti-social behaviour, often it is about a lack of facilities and activities for them".

4.2 The Best Value general survey placed provision of positive activities for young people among the top 3 priorities for members of the local community, and the online Children and Young People's Plan (CYPP) consultation survey of 3000 young people showed that young people would like more clubs and facilities in their area.

4.3 In November, 2005 Essell Consultants were commissioned by Positive Futures to undertake a review of Youth Facilities/Provision in the Borough. The specification of the study was to undertake a research and community consultation exercise to map the full range of youth facilities/provision currently available in Wigan, identify any barriers to access and work with young people, partner agencies and the broader community to develop a shared vision of the future pattern of the youth facilities/provision we should collectively seek to develop in the Borough.

- 4.4 The Consultants made recommendations for a vision, structure and models for provision. These were reported to Council in 2006.
- 4.5 Following on from the Essell Consultancy a partnership working group began work on an Action Plan which was produced in early 2007. Whilst this Action Plan was broadly accepted, it was felt that a Things to Do, Places to Go Strategy needed to be developed to give greater partnership ownership.
- 4.6 Further work with consultants ICA UK was undertaken in September 2007 to take a new look at the principles, vision, priorities and ways forward to make the Strategy both comprehensive and inclusive of the views of partner agencies.
- 4.7 Alongside the development of the Strategy, the Wigan Children and Young People's Plan (2008-2011) has continued to build on the firm foundations of the CYPP published plan of 2006, and sets out 8 improvement priorities. The priorities identified are those which the Wigan Borough Partnership for Children, Young People and Families consider will have the most significant impact on the well being of children, young people, families and the wider community in Wigan, and map them against the Local Authorities statutory duties.
- 4.8 The CYPP clearly outlines the Statutory duty to "secure access to positive activities", and sets a key priority CYPP7: Improve the range and accessibility of positive activities for all children and young people.
- 4.9 The Department for Communities and Local Government (DCLG) has recently established a new Local Performance Framework with 198 proposed "National Indicators". CYPFSP and the wider Local Strategic Partnership will use this performance framework to track outcomes.
- 4.10 The key National Indicator that relates to this Strategy is N1 110 "Young people's participation in positive activities" (Clear guidance about how this is measured is still to be given, but is thought to involve information to be gained from the Ofsted "Tell Us Survey Three")
- 4.11 The Wigan Play Strategy needs to be considered alongside the Things to Do, Places to Go Strategy. It provides a multi agency approach of play facilities and opportunities across the borough. Clear information sharing arrangements will need to be in place to ensure there is no duplicate and that resources can be used to best effect.
- 4.12 The planning document PPG17 governs the review of sports and leisure provision to be undertaken by all local authorities. This will be instrumental in identifying gaps and shortfalls, thus contributing in a major way to the development of the strategy.

5. THE VISION

Wigan values its children and young people and will positively promote investment in them. It will effectively involve them in decision-making at both a local and borough wide level and deliver, in partnership with them, quality places, spaces and activities that they actually need and that will enhance their development, enjoyment, safety, wellbeing and successful transition into adult life. The approach will be inclusive and barrier free. Children and young people in Wigan should see this offer as a right, but accept that their responsibilities to engage in positive behaviour is an important factor and will contribute to its success. Thus ensuring the continual involvement of young people in their communities and support for community cohesion.

- 5.1 The key objectives of Wigan's vision are inextricably linked to the key objectives of the Aiming High ten year strategy for positive activities. In effect they are the "Wiganised" version.

Objective 1

Increase the number of local places for young people to go that are accessible and fit for purpose.

Objective 2

Increase the range of activities that young people can engage in, including opportunities to volunteer and remove barriers that may prevent them accessing local opportunities and services.

Objective 3

Rebalance the public narrative about young people, by presenting a positive image of young people and addressing the negative perception of young people by celebrating the achievements of the majority.

Objective 4

Ensure that children and young people are empowered, by increasing their influence over the design and delivery of services thus sustaining their participation.

Objective 5

Ensure financial investment in children and young people to support delivery of the strategy and devolve an increasing proportion of the local authority funding for positive activities to young people's influence

Objective 6

Increase and develop a strong and robust partnership approach to the delivery of services, ensuring full engagement of Statutory, Third Sector and Private Sector partners.

Objective 7

Strengthen the important role that parents, communities and young people play in holding Local Authorities to account for the accessibility, choice and quality of services and activities they provide.

Objective 8

Publicise extensively the current updated offer to young people of positive activities and safe places and spaces, using methods and approaches which are relevant for example, use of technology and appropriate media.

Objective 9

Aim to remove barriers that may prevent young people from accessing local opportunities and services.

- 5.2** In order to build the vision for the future there has to be acceptance that it will be multi-layered, and recognise that there may well be conflicting expectations that need to be managed effectively and positively.
- 5.3** The assumption that there is a single answer, coupled with a one size fits all approach should be avoided at all costs. Any vision for the future has to recognise the complexity of issues, the need for good communication and excellent partnership working.
- 5.4** The vision embodies an approach which takes into account the needs of diverse young people, the difference afforded by geographical location and also the variety of needs of young people at different stages of their lives. It also incorporates the different perspectives of statutory, third sector and private organisations and presents a view of provision which can be sustained.
- 5.5** The vision reflects the fact that research demonstrates that the activities young people participate in out-of-school have a distinct bearing on their later life outcomes.

- 5.6** Clearly the vision for Wigan strives to ensure that all young people will enjoy happy, healthy and safe childhoods and teenage years and make a successful transition to adulthood.
- 5.7** Of the component parts of this vision, the real investment needs to be in buildings, spaces, activities and staff. How this is approached and actioned is a real challenge. It is clear that there will need to be a real rationalisation of thought. It must be accepted that all four are of the same value in the development of the vision.
- 5.8** Clearly there will need to be a staged approach that is reflected in the action plan in this document but also in any subsequent planning that emerges from it.
- 5.9** It would seem reasonable that buildings are reviewed in terms of those that are used presently and whether they are fit for purpose, whether or not they would benefit from investment or whether they are not investment worthy. The issue of investing in new building is exciting but challenging. There are building programmes already set for the future that can be utilised such as Children's Centres and those to be developed under the Building Schools for the Future and Primary Capital programmes. There is also the need to consider the idea of specific building of Young People's Centres. Coupled with this, is the access and creative use of shared buildings such as libraries and sports centres.
- 5.10** The use of Wigan's extensive Parks and Open Spaces is a real opportunity.
- 5.11** Consideration of the activities themselves and the harnessing of all providers to pull together to work with young people to provide exciting, fun, developmental, accessible and affordable activities is also a chance to work in a true partnership way.
- 5.12** The training of staff and volunteers to work in a young people friendly way with a real understanding of their issues will require investment. A real challenge will also be the need to address the negative view of young people held in some quarters to remove barriers that this negativity often creates.

6. PARTNERSHIP AND COLLABORATION

- 6.1** There is a Government expectation that local Children and Young People's Plans (CYPP) will set out clearly how local services will respond to demand from young people for positive activities and places to go.
- 6.2** Wigan's Children's Trust should continue to work with Local Strategic Partnerships so that there can be a high level of involvement of the full range of appropriate local organisations; including the involvement of extended schools in the local youth offer.
- 6.3** Local Services in Wigan need to invest more in preventative approaches wherever possible.
- 6.4** It is essential that in Wigan we secure effective contributions from the full range of local partners including
- Local Authority Departments themselves, including CYPS, as the lead agency.
 - Wigan Leisure and Cultural Trust.
 - Primary Care Trust.
 - Schools and Colleges.
 - Third Sector Youth Organisations.
 - Young people and their communities.
 - Private Businesses
 - Wigan and Leigh Housing
 - Greater Manchester Police
 - Greater Manchester Fire and Rescue

7. FINANCE/RESOURCES

- 7.1** Clearly in order to deliver Wigan's vision for Things to do, Places to go for young people in Wigan there are some critical financial and resourcing implications.

- 7.2** It is important that Wigan should develop an integrated capital strategy allowing it to make the most of existing assets and available funding.
- 7.3** The picture emerging at present is of a number of funding streams being announced in a short space of time, and at this stage no real clear indication of how many of these will be available to Wigan, and the actual amounts of money that are likely to be able to be accessed by the Borough.
- 7.4** A further crucial implication is the need for clear strategic planning, and priority setting to enable both the appropriate securing of funds through the Local Area Agreements and the future commissioning process that will ensue.
- 7.5** At present the resources that are available to Wigan include

(i) Youth Opportunities Funding and Youth Capital Funding: Wigan has had confirmation of increased allocations for the next 3 years.

	2008-9	2009-10	2010-11
YOF	£286,000	£382,000	£382,000
YCF	£164,000	£164,000	£164,000

(ii) Positive Activities for Young People: Again Wigan has confirmation of increased allocations for the next 3 years.

	2008-9	2009-10	2010-11
	£268,000	£460,000	£597,000

(iii) Extended schools programme receives additional investment for 2008 of £572,220.

(iv) Local Authority Formula Grant will provide monies to publicise and keep up to date information on local activities and facilities for the young people in the Area.

(v) The expectation that Youth Offending Teams will pool with local support services 10% of the Youth Justice Board funding they would expect to devote to young people's prevention initiatives.

(vi) A new programme of capital investment based on new DCSF funding and the reinvestment of unclaimed assets was published in The Children's Plan of 2007, and identified the BIG Lottery Fund as the preferred delivery agent.

This initiative is known as Myplace; and Wigan needs to be well placed to submit applications. The vision of Myplace is to deliver world class youth facilities driven by the active participation of young people and their views and needs, this is clearly a vision co-terminus with ours. This funding stream will be live later in 2008 with a second round in 2009.

(vii) Wigan has already been successfully awarded £277,000 from the V-Programme to increase both the range and number of volunteer opportunities for young people and the numbers of young people who volunteer.

(viii) The Youth Task Force has allocated for 2008/09 £450,000 of capital funding to Wigan to improve youth facilities in areas where they are needed most.

The Youth Task Force Action Plan sets out to target those young people who are at risk of or are engaging in anti-social behaviour, poor behaviour or serious difficulties. It has a three pronged approach of tough enforcement, support and better prevention.

(ix) The Youth Sector Development Fund is to be launched in 2008 and will support third sector organisations. It will provide a mixture of large and small grants and expert business support to help organisations sustain and grow, so that young people in Wigan can benefit from the activities they offer. This funding stream should enhance and strengthen both the individual third sector organisations' funding base, and strengthen the partnership with the Local Authority.

(x) Empowering Young People pilot projects have been established and funded to address financial barriers to access and inclusion, and practical barriers such as transport. Although Wigan is not a pilot for this project at present, there may be opportunities to access funding in the future.

(xi) The funding is also increasing in the new Grassroots Grants programme, which recognises that small grants can often make a big difference within the smallest community group.

7.6 Other funding programmes which clearly will have implications for this strategy include

- Sure Start - development of Phase Three programme in particular.
- Building Schools for the Future and Primary Capital Programme
- Extended Schools Programme

7.7 The CYPF Strategic Partnership launched its Joint Commissioning Strategy in 2007. It details the principles and processes that will be used to undertake joint commissioning activity in support of the CYP Plan. Annual priorities for joint commissioning activity are identified, based on our needs assessment and agreed priorities. It is clear that this process will impact on how we undertake the work involved in making the vision a reality.

8. ACHIEVING THE VISION - ACTION PLAN

8.1 It is absolutely crucial that, to achieve the vision, the Strategy needs to be driven by Senior Managers, and championed by elected members.

8.2 Once the Strategy has been adopted the first task will be to establish a Strategy Partnership Group whose function it will be to agree, drive and monitor the Implementation Plan. In order for this to be done with real effect, the group members need to have the appropriate seniority in order to make decisions on policy, budget and service planning.

8.3 Membership of the Strategy Partnership Group should include Managers from

- Local Authority Departments themselves, including CYPS, as the lead agency.
- Wigan Leisure and Cultural Trust.
- Primary Care Trust.
- Schools and Colleges.
- Third Sector Youth Organisations.
- Young people and their communities.
- Private Businesses
- Wigan and Leigh Housing
- Greater Manchester Police
- Greater Manchester Fire and Rescue

8.4 It is absolutely vital that the Strategy is seen as Corporate across a range of partners, and that, at the early consultation stage, all partners can contribute to the content of the document, each contributing data/analysis and key points regarding policy that can effect the overall shape of the Strategy. This task is essential in order to achieve ownership of the work.

8.5 The Strategy clearly sets out a positive vision for the future development of facilities and activities for young people in Wigan. The implications of achieving the vision for a range of partners are far reaching. If children and young people have quality provision, and engage in positive activities which contribute to their personal development, supported by a range of highly skilled staff and volunteers, then the potential for behavioural and attitudinal change is greatly increased. Thus the incidents of anti-social behaviour, teenage pregnancy, and risky behaviour such as alcohol abuse, drug taking, should be reduced. Young people are also more likely to be better motivated, thus school attendance and engagement in education, training and employment should improve.

8.6 An initial Implementation Plan has been drawn together to show how it is intended to achieve each of the nine objectives outlined in the vision.

8.6 Implementation Plan

Objective 1	Priorities	Lead Service	Timescales		Outcome
			From	To	
Increase the number of local places for young people to go that are accessible and fit for purpose	<ul style="list-style-type: none"> Consider completed audits and consultations to date Buildings Strategy to be developed and agreed across partnerships, including capital programmes 	CYPS	May 2008	September 2008	<ul style="list-style-type: none"> Agreed tiered approach to development of existing buildings so that external funding can be utilised strategically, to ensure quality provision Strategic new build programme, designing buildings and spaces that meet the needs of young people in the 21st century, including other capital programmes. To agree an investment programme for buildings to be used by young people Young people involved in design, development and policies re usage and access
		CYPS	September 2008	March 2009	
Objective 2	Priorities	Lead Service	Timescales		Outcome
			From	To	
Increase the range of activities that young people can engage in, including opportunities to volunteer and remove barriers that may prevent them accessing local opportunities and services	<ul style="list-style-type: none"> Deployment of Youth Opportunities Funds (YOF) at a local level V-Project implemented Develop a range of Sports, Culture and Media opportunities for young people. Develop a range of Personal and Social Development 	CYPS	April 2008	March 2011	<ul style="list-style-type: none"> Young people's panel agree expenditure and delivery at a neighbourhood level on activities to meet need Increased numbers of young people volunteer – target 500 Volunteering opportunities increased and offered – target 2770 Increased number of opportunities are created and offered
		CVS	May 2008	March 2011	
		WLCT / CYPS	April 2008 onwards		
		CYPS	April 2008 Onwards		

	Opportunities for young people.				<p>for example the Cultural Olympiad programme</p> <ul style="list-style-type: none"> Increased number of opportunities are created and offered for example, Positive Activities for Young People programme (PAYP).
--	---------------------------------	--	--	--	--

8.6 Implementation Plan

Objective 3	Priorities	Lead Service	Timescales		Outcome
			From	To	
Rebalance the public narrative about young people by presenting a positive image of young people and addressing the negative perception of young people by celebrating the achievements of the majority	<ul style="list-style-type: none"> Develop and maintain the roles of Young People's Press and Marketing Officers Develop a Media Action Plan 	WLCT	April 2008 onwards		<ul style="list-style-type: none"> Staff employed with a specific full-time remit to raise the positive profile of young people in the Borough, and work to agreed targets Young peoples Media Action Plan developed
		WLCT	April 2008	December 2008	
Objective 4	Priorities	Lead Service	Timescales		Outcome
Ensure that Children and Young People are empowered by increasing their influence over the design and delivery of services thus sustaining their participation	<ul style="list-style-type: none"> Involve young people in the development and design of a Young Peoples' version of the Things to do, Places to go Strategy Establish process for young people's involvement in the distribution of YOF / YCF Allocation of funding Establish a Youth Cabinet and agree portfolio holders 	CYPS	May 2008	March 2009	<ul style="list-style-type: none"> Young people's version available via a range of media. Three Locality Based Panels for YOF established (East, Central & West of Borough) making decisions on local need One panel for YCF making strategic decisions re capital expenditure All YOF / YCF funding allocated Young people's input into the process is rewarded and recognised by accreditation
		CYPS	May 2008	June 2008	
		CYPS	June 2008	March 2011	
		CYPS	May 2008	March 2009	
		CYPS	April 2009	March 2010	
		CYPS	April	March	

	<p>within it</p> <ul style="list-style-type: none"> • Establish a Young People's Scrutiny Panel (s) to focus on service provision • Establish standards and a Good Practice Guide to support the involvement of young people in the shaping of the services 		2009	2010	<ul style="list-style-type: none"> • Youth Cabinet established • Young People's Scrutiny Panel (s) established • Standards and Good Practice Guide developed and implemented
--	---	--	------	------	---

8.6 Implementation Plan

Objective 5	Priorities	Lead Service	Timescales		Outcome
			From	To	
Ensure financial investment in children and young people to support delivery of the strategy	<ul style="list-style-type: none"> • Structures and processes are in place to facilitate young people to be supported (using approaches outlined in Good Practice Guide) to influence 5% of budget spent on positive activities • Young people to have influence 25% of budget spent on positive activities 	CYPS	May 2008	March 2011	<ul style="list-style-type: none"> • Young people have direct influence on 5% of positive activities budget
		CYPS	April 2011	March 2018	<ul style="list-style-type: none"> • Young people have direct influence on 25% of positive activities budget
Objective 6	Priorities	Lead Service	Timescales		Outcome
Increase and develop a strong and robust partnership approach to the delivery of services, ensuring full engagement of statutory, third sector and private sector	<ul style="list-style-type: none"> • Consultation on Things to do, Places to go Strategy • Partnership Strategy Group established 	CYPS	April 2008	May 2008	<ul style="list-style-type: none"> • Strategy adopted and owned by all key partners
		CYPS	June 2008	July 2008	<ul style="list-style-type: none"> • Strategic development of Implementation Plan is driven and monitored by Partnership

8.6 Implementation Plan

Objective 7	Priorities	Lead Service	Timescales		Outcome
			From	To	
Strengthen the important role that parents, communities and young people play in holding local authorities to account for the accessibility, choice and quality of services and activities they provide	<ul style="list-style-type: none"> Develop a Youth offer for the Young People of Wigan Engage Elected Member Support through the "Councillor Call for Action programme" 	CYPS Chief Executives Department	June 2008	December 2009	<ul style="list-style-type: none"> Youth Partnership Offer agreed, setting both standards and baseline Elected members have opportunity to engage in innovative awareness raising programmes regarding the purpose and impact of positive activities
			May 2008	March 2010	
Objective 8	Priorities	Lead Service	Timescales		Outcome
			From	To	
Publicise the current updated offer to young people of positive activities and safe places and spaces extensively, using methods and approaches which are relevant for example use of young people friendly technology and media.	<ul style="list-style-type: none"> Develop Innovative use of technology to communicate with young people 	WLCT	March 2009 onwards		<ul style="list-style-type: none"> Media Action Plan in place, which will include present systems such as LINC magazine, LINC on Line, Help4Me, but also new innovative ideas and practices, to ensure the most effective promotion of positive activities Technology barriers are overcome, and processes agreed within safeguarding legislation.
Objective 9	Priorities	Lead Service	Timescales		Outcome
			From	To	
Aim to remove barriers that may prevent young people from accessing local opportunities and services	<ul style="list-style-type: none"> Develop a young people's transport strategy Engage with partners in discussions around charging policies 	Environmental Services	April 2009	April 2010	<ul style="list-style-type: none"> Young people can identify improvements to transport Charging policy in place
		CYPS	April 2009	April 2010	