



Creating a Young Person's Borough

Strategic Plan 2012-15

North Tyneside Children, Young People and Learning Partnership

Introduction

A Child and Young Person Friendly Borough

Welcome to the North Tyneside Children Young People and Learning Partnership's strategy for creating a young persons borough. We want to create a borough where children and young people are valued, respected, healthy, happy, protected from harm and able to realise their potential.

This strategy sets out how partners will establish a vibrant entitlement of activities, opportunities and spaces for all children and young people. Our universal provision will be combined with Early Help and Support and targeted interventions to improve outcomes for the most disadvantaged and vulnerable. Partners will also encourage children and young people to become active citizens within their community and ensure their contributions are recognised.

Following the recent success of the London 2012 Olympic and Paralympics Games, we will ensure all opportunities are maximised to build on the legacy that falls out from this unique opportunity. We will work across the Council and all partners to ensure that all opportunities are grasped to benefit children and young people within the borough.

Making sure that North Tyneside is positive about children and young people will require a collaborative approach across the Council and partners. The strategy sets out our seven shared objectives that will drive partnership work in the borough. These priorities are based on an analysis of existing provision, need, performance and the views of children, young people and the wider community.

Scope of the Plan

The Creating a Young Person's Borough Strategy applies to everyone up to the age of 19 years and covers the period 2012 to 2015.

Our Values and Principles

Ensuring North Tyneside is positive about children and young people will make a significant contribution to the Children, Young People and Learning Partnership's vision of a borough where:

- Children and young people are respected, valued and listened to;
- Childhood is nurtured;

- Children and young people are happy, healthy, confident and safe, and can develop as enthusiastic learners and tolerant, compassionate individuals who are challenged and supported to be the best they can be; and
- The power of learning is harnessed to transform the lives of individuals and regenerate our communities.

The partnership's work is underpinned by ten principles that will inform all aspects of our work. Children and young people:

1. Come first.
2. Have a right to be recognised as people with views and interests.
3. Have a right to be protected from harm and discrimination.
4. Have a right to develop as curious, enthusiastic and autonomous learners.
5. Have a right to the best health possible and to medical care.
6. Have a right to live and play in a safe healthy environment.
7. Have a right to an identity.
8. Should have the opportunity to grow up in a family and a community.

In addition:

9. Parents, carers and communities need to be supported in promoting the interests and welfare of their children.
10. We never give up on a child or young person - no child should be viewed as a lost cause.
11. Children and Young People will be provided with equality of access regardless of their sex, gender, age, sexual orientation, ethnicity and background. Children and young people with physical or learning disabilities will be supported through North Tyneside's Disability and Additional Needs Service.

Our Strategy 2012-15

Creating a Young Person's Borough

The Children, Young People and Learning Partnership have identified seven strategic objectives that must be achieved if we are to create a borough that supports children and young people to realise their potential.

We believe that the seven strategic objectives incorporate the Council's wider youth services offer and play activities. This incorporates targeted and specialist youth services, the work of the voluntary sector, schools, sport and leisure, the cultural offer through the arts, libraries, open spaces and parks and our annual community events such as the Mouth of the Tyne Festival and The Young Mayor's music event.

1. Increasing participation of all children and young people in all age facilities in town centres and neighbourhoods.
2. Increase participation in the universal youth, play, sport and, cultural activities available for children and young people across the borough.
3. Introduce a targeted activity based programme to reduce risk taking and anti social behaviour amongst young people.
4. Establish a joined up approach to developing the social and emotional capabilities young people will need to manage the transition into adulthood.
5. Celebrate and increase the engagement of children and young people in making a positive contribution to their community.
6. Improve the capacity of the voluntary, community and statutory workforce sector to support personal, social and emotional development of children and young people.
7. Organise ourselves to deliver a 21st century youth and play offer.

Why a Strategy, Why Now?

A shared approach across North Tyneside

Policy Drivers

Governments worldwide, including the UK, have promised all children the same rights by adopting the **UN Convention on the Rights of the Child** (CRC). These rights are based on what a child needs to survive, grow, participate and fulfil their potential. They apply equally to every child, regardless of who they are, or where they are from. The convention sets out in detail what every child needs to have for a safe, happy and fulfilled childhood. It enshrines specific child rights in international law, defining universal principles and standards for the status and treatment of children worldwide. The convention came into force in the UK on 15 January 1992.

Statutory Framework

Education Act 1996, introduced through Section 6 of the Education and Inspections Act 2006

In commissioning for young people we are ensuring we meet the duty on local authorities set out in Section 507B of the Education Act 1996, introduced through Section 6 of the Education and Inspections Act 2006. This placed a duty on local authorities to secure and promote young people's access to positive activities. Section 507B also requires local authorities to build in contestability when securing provision.

The duty applies to young people aged 8-19, which is commonly understood to represent a transition period in which participation in positive activities can offer significant benefits to young people. Statutory guidance on Section 507B recognises however that some young people begin that transition before 13 and/or end it after 19. One specific group of young people within this category are those with learning difficulties and disabilities (LDD), to which the application of the duty is extended up to the age of 25.

Statutory Guidance in Section 507B requires local authorities to take account of the needs of young people at greatest risk of negative outcomes and whose engagement in positive activities is often limited. Local authorities are also required to include young people in decision making about the kinds of provision available, through supporting and facilitating engagement with young people.

The duty requires that access be secured through two forms of positive activity:

Educational Leisure Time Activities, which include learning opportunities available through facilities offering residential, weekend or holiday-time activities and volunteering activity where young people gain valuable non-formal educational benefits from experience. Education leisure time activities must include activities that are for the improvement of young people's personal and social development, delivered using youth work methods and approaches. It clarifies that this will include consideration of all sectors of provision and be dependant on available resources.

Children Act 1989

The Children Act 1989 outlines the responsibility upon Council's and partners to children and young people. Specifically in relation to high risk groups such as those in need because of additional needs or at risk of offending.

Youth Policy

'Positive for Youth' (Dec 2011)

The Government has published a new policy framework for youth, which sets out a comprehensive set of policies that are drawn across nine government departments and relate directly to youth matters.

'Positive for Youth' has wide ranging implications on how we deliver services in the future with a greater mix of providers working with young people to promote and secure positive outcomes, particularly to 'narrow the gap' for some young people compared to their peers.

This policy framework aims to:

- support parents and families, as primary carers, to support their children from birth through the teenage years;
- ensure that all young people succeed in learning and find a job;
- help young people develop their character, a sense of belonging and the behaviours which help them succeed in learning, work and life;
- encourage young people to take care of their physical and mental health;
- look out for the most vulnerable young people who may suffer abuse, neglect, exploitation, or homelessness, focusing intensively on those for whom the state acts as corporate parent; and
- prevent youth crime and support young people in the criminal justice system.

The key principles that underpin this work are:

- a more positive place and active role for young people in society with more recognition and celebration of their achievements;
- a stronger focus on supporting whole families while respecting and nurturing young people's growing sense of independence and personal responsibility;
- a greater acceptance of responsibility in communities, including business communities, for the engagement and well-being of their young people and the sustainability of local provision;

- a more integrated approach across different commissioners, professions and providers of both publicly and non-publicly funded services, to release cost savings and ensure all young people get the support they need;
- a stronger focus for public funding on evidence-based early help for the most disadvantaged and vulnerable young people;
- a more contestable market for publicly funded services with a stronger focus on results; and
- a more enterprising and innovative voluntary and community sector able to demonstrate its impact and secure diverse sources of income.

'Positive for Youth' restates that the LA is required to seek to "improve" the local offer for young people, especially for those most at risk of negative outcomes. It clarifies that this will include consideration of all sectors of provision and be dependant on available resources. (Section 507b).

The **Positive for Youth** strategy sets out all aspects of government policy for 8-19 year olds. It sets out a vision of a society that works together to improve the life chances of young people, particularly the most vulnerable.

Parents, carers and families are identified as having primary responsibility for supporting young people's transition to adulthood. However there is recognition that the most vulnerable may require additional support. A national programme has been launched that is aimed at bringing services together around those families with complex and multiple needs.

Early preventative support is seen as critical for disadvantaged and vulnerable young people and their families, particularly as problems become more difficult to predict during adolescence. The Early Intervention Grant and Public Health Grant give areas the freedom to design collaborative early intervention solutions at a local level.

Youth services' ability to support young people's development is recognised and there is investment in universal provision through Myplace youth centres and the National Citizen Service. The strategy sees a particular role for youth services in providing targeted support for those young people who do not receive appropriate support at home.

The Government want to strengthen young people's voice in decision making processes and ensure they are integrated within the wider community. Local areas are expected to routinely involve young people in decision making and the auditing of services. They also want local communities to celebrate the positive contribution young people make.

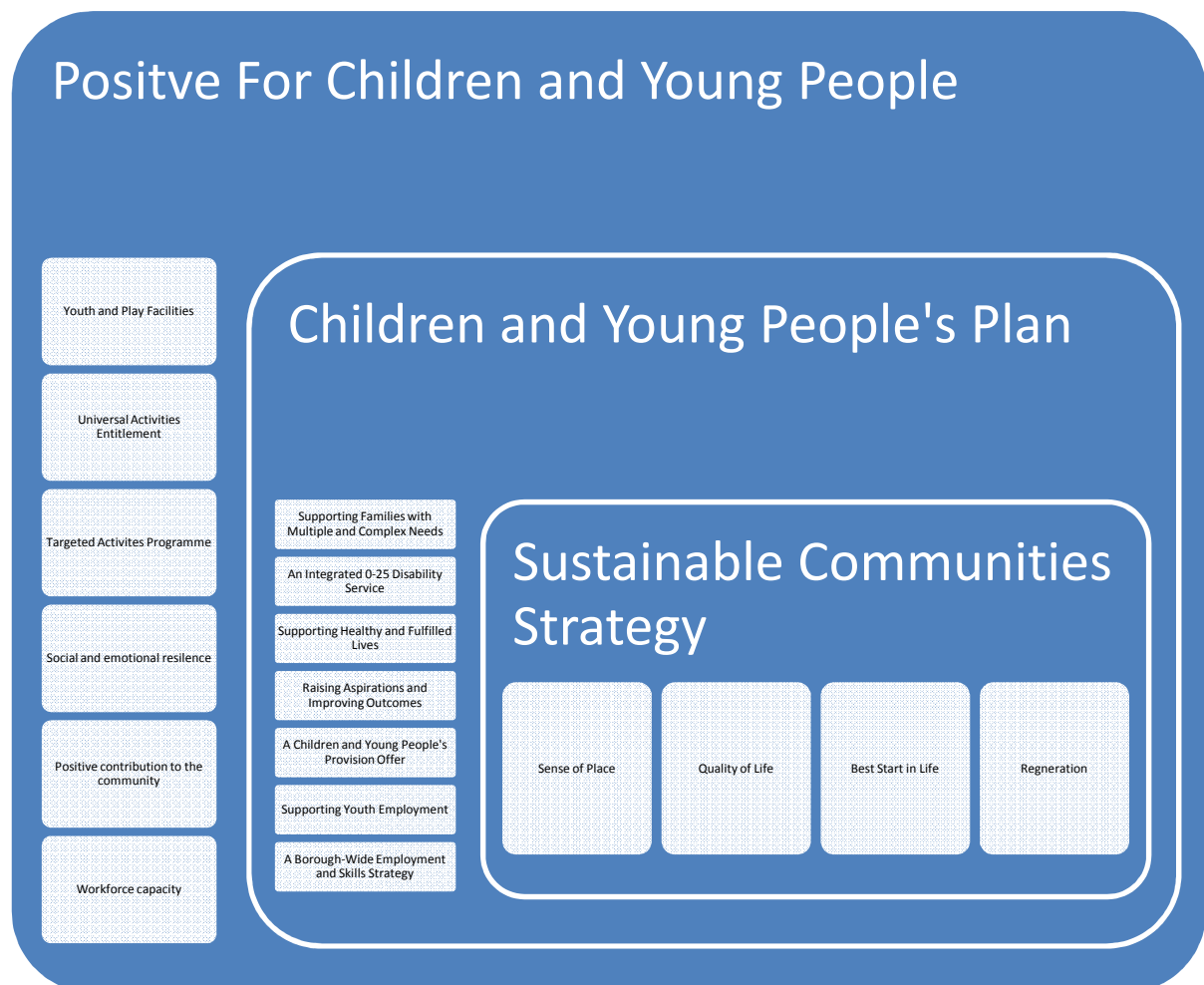
The Positive for Youth vision requires broad based collaboration across a range of sectors, with council's having a key strategic role. Working together to integrate services will deliver a more efficient use of resources and reduce the impact of budget constraints. Local people are acknowledged as being in the best position to decide the local provision but Government will intervene in any prolonged failures to improve outcomes and services.

Young people are living, learning and negotiating transitions into adulthood and independence in an increasingly complex and challenging world, in which they face greater levels of choice and opportunity, but also unprecedented uncertainty and risk. This calls for empowered, resilient young people, who play an active role in navigating these paths. The **Framework of Outcomes for Young People** is designed to highlight the fundamental importance of social and emotional capabilities to the achievement of all other outcomes for all young people.

The Youth Sport Strategy **Creating A Sporting Habit for Life** sets out how the government aim to use the London 2012 Olympics as a catalyst for involving more young people in sport. Sports' governing bodies will be expected to focus on youth participation and there will be investment in new facilities across the country. Government will also work with local authorities, voluntary groups and others to make the broadest possible sporting offer to young people.

North Tyneside Strategic Priorities

Establishing North Tyneside as a young person's borough is consistent with the borough's wider strategic framework. It will directly contribute to strategic objectives within the borough's Sustainable Communities Strategy and Children and Young People's Plan. Specifically, young people in our most disadvantaged areas will be targeted to achieve greatest impact for those living in poverty.



A Collaborative Approach

North Tyneside Children, Young People and Learning Partnership recognise that creating a North Tyneside as a young person's borough will require a collaborative approach. We have established a Children and Young People's Provision Group comprising of Council officers and external partners including the voluntary and community sector to integrate services across the mixed economy of provision. The group, which is chaired by the Chief Executive of the YMCA, will work to define, plan and deliver a comprehensive offer for children and young people that supports their personal development and prepares them for an independent adulthood.

North Tyneside Community and Cultural Services

The Widening Horizons 4 All programme set out with 5 key objectives to achieve the Mayoral priority, providing a broader, richer set of opportunities for the residents of North Tyneside, and in particular young people, to engage in cultural activities. This programme was also based on maximising the local impact of the London 2012 Olympic & Paralympic Games Legacy.

The success and impact of the Widening Horizons 4 All programme is noted below aligned to the 5 key objectives.

Working In Partnership

The WH4A programme has created partnerships with over 60 community organisations, 40 of which have been commissioned to deliver the WH4A cultural programme through sports, leisure and arts based initiatives. The integration of the arts development programme into the WH4A offer has seen a diverse range of arts events reach local communities and hard to reach groups through supporting and commissioning the local arts sector in North Tyneside.

Improving Communication

There is a joined up, partnership approach to the delivery of North Tyneside's cultural offer. This is both across council services and also with community organisations. Joint communications, publications and promotions are a regular occurrence now, opposed to working in silo. This has been highlighted through the WH4A commissioning programme. Promotion of community/sport organisations is now an integral part of Sport North Tyneside, through themes such as disability sport month, holiday activity programmes and taster sessions.

Creating the right infrastructure

A strong community organisation infrastructure is being created by supporting sports clubs achieving Clubmark status. This is a national accreditation recognised by Sport England to ensure our sports organisations are fit for purpose. The WH4A Coach Education Grant Scheme is supporting sports coaches to achieve level 2 standard and beyond, improving the quality of provision within North Tyneside.

Providing new opportunities

The WH4A Commissioning Programme has provided a diverse range of participation and volunteer opportunities to residents of North Tyneside. Key highlights are:

- Over 70,000 attendances the WH4A programme to date

- A National Award winning Volunteer Programme, with over 140 volunteers delivering youth led projects and supporting local sports clubs.
- Over 5100 attendances at WH4S Family Sports Days
- Over 10,000 attendances at Urban Skate events.
- 400 participants in the WH4S 5k Family Fun Runs held at the Rising Sun Country Park
- Over 150 School Sport Competitions each year

Making a difference

Young Volunteers aged 16-25 gained over 160 accredited coaching awards and the programme is continuing to recruit new volunteers. There has been over £300,000 match funding linked to the programme accessed by the council and local sports/arts organisations. This has enabled improvements to cultural facilities, the creation of new sessions and financial support given to the boroughs talented athletes.

Current Position

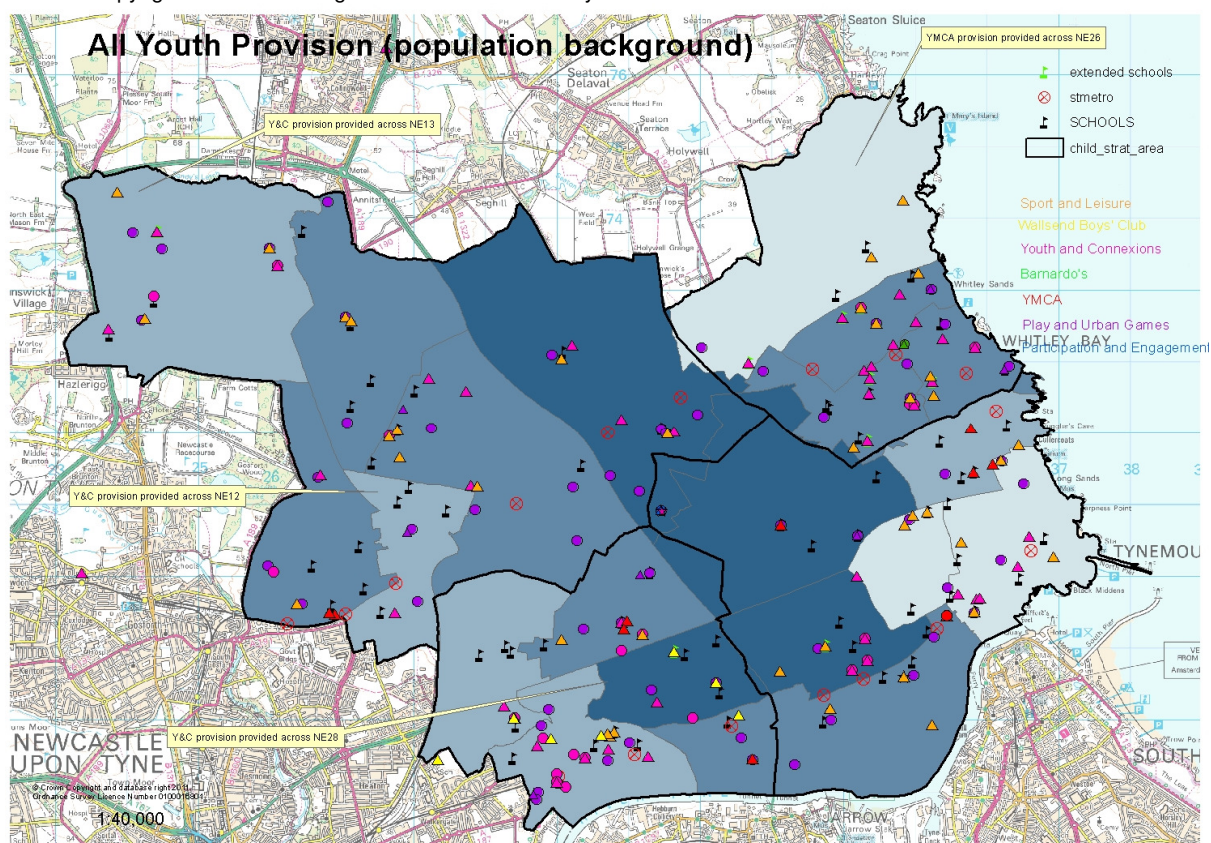
Where are we now

Existing Provision

North Tyneside has a wealth of opportunities and activities for children and young people that are delivered by a borough-wide network of facilities. Services are delivered by a variety of partners across the private, voluntary, community and statutory sectors. This means significant complexity exists within the current delivery infrastructure.

The 2011 audit of youth provision shows that facilities tend to be concentrated in the main population centres of North Shields, Wallsend and Whitley Bay.

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North Tyneside's play provision has been transformed in recent years, receiving national recognition and Play Pathfinder status. A £5.5+ million investment has delivered 16 new playsites, 26 refurbished playsites, 5 skateparks, 14 multi use games areas and a water park within the borough. The borough also has a staffed adventure playground, which attracted in excess of 22,000 visits in 2010/11. From

those expressing a preference in the Children and Young People's Survey 2011, this shows that play provision is valued by children and young people:

- 66.4% of respondents felt their local play site met their needs.
- 64.3% rated playsites as 'very good or good'.
- 50% of children and young people use playsites for 2+ hours during the summer holidays.

More than 90% of the borough's children and young people are now able to access play provision within 10 minutes walk of their home. An audit of play provision has identified the potential for a further 23 playsites across 14 wards that would enhance the current offer but overall, provision is accessible and of high quality. There will be a particular focus in the less populated areas of the borough to ensure equitable provision with staffing available at key times.

The borough has a comprehensive offer of sport and leisure facilities, where children and young people are able to enjoy sport and physical activity. North Tyneside Council have six indoor sports facilities, four of which also offer swimming facilities. There has been significant investment in new facilities that has further improved accessibility for children and young people including:

- the completion of £9.2 million Hadrian Leisure Centre
- the East Palmersville Pavilion
- a £1 million Indoor Tennis Centre at Churchill Community College

The Council's wider investment in the cultural offer has resulted in £50m+ being invested in our libraries network, The playhouse theatre at Whitley Bay, Tynemouth Station developments as a borough wide cultural performance venue and the work of the sport and arts developments team in further development of the Widening Horizons 4All agenda.

The Council's EASE Extra 0-16 Card offers young people discounted entry to Council facilities. Looked after children have helped to shape the scheme and each child is entitled to an EASE Card that guarantees free access to Council leisure facilities. The offer for the borough also benefits from a variety of outdoor sport and leisure provision, which includes tennis courts, football, rugby and cricket pitches.

There is also a range of private sector provision that large numbers of children and young people use, which includes, sport centres, cinemas, retail centres, sporting venues and facilities, sports clubs and activity sessions. These services are often high quality and valued by those who use them, however barriers of location, transport and cost can limit some children and young people's access.

There are ambitious plans in place to revitalise the borough's park provision, as part of the Council's Excellent Parks Programme. A £7million investment is being delivered in Wallsend's Parks. The Heritage Lottery Fund and Big Lottery Fund have also recently made an allocation of £2.5 million to refurbish Northumberland Park in North Shields. There are also proposals to improve the Killingworth Lake Park, Tynemouth Park and Churchill Playing Fields in Whitley Bay.

This fixed infrastructure is complemented by flexible programmes of activities. Our urban games offer includes mobile skate ramps that are rotated around the borough. Play workers deliver play projects in the evening during term-time and during the day in school and we have a programme of Kids Clubs. These schemes are delivered at venues across North Tyneside, although the bulk of provision is targeted at areas of deprivation. Summer holiday playschemes and activity programmes are delivered across the borough including our beaches and parks, which are delivered by public, private, and voluntary and community sector partners. We also deliver holiday activity programmes and events for disabled children and young people. Play Rangers work in identified hotspots delivering diversionary activities for children & young people across our parks play sites and open spaces. Play work provides early intervention for pre 13 year olds who may otherwise engage risk taking or anti social behaviour.

Targeted play opportunities for children & young people with disabilities are available at Shiremoor Adventure Playground in both term time and holiday periods.

Our high quality provision has helped to ensure that a high proportion of the borough's children and young people participate in at least three hours of sport / physical exercise a week. In the latest Young Persons Survey 45% of young people indicated that they spent 3 or more hours a week, outside of school time, taking part in physical activity. The overwhelming majority of communities have some sport and leisure provision but coverage is not universal. Facilities tend to serve the main population centres of Wallsend, North Shields and Whitley Bay.

Our North Tyneside Youth Service works with groups of young people aged 11-19 years in across the borough. The service offers a mix of universal and targeted services, including one to one work and detached youth work in community settings. The service delivers around 400 issue based youth work sessions in universal settings each year. The 2011 audit of facilities identified a demand for dedicated, high quality spaces for young people across the borough's four localities.

The quality and diversity of activities and facilities result in high satisfaction rates amongst children and young people. From those expressing a preference in the Children and Young people's survey 2011 found attitudes:

- 77.1% of respondents reported positive attitudes towards swimming pools.
- 64.3% of children and young people thought sports provision was very good or good.
- The borough's shopping provision received approval from 83.0 % of respondents.
- 81.0% of children and young people had positive attitudes towards the borough's cinema offer.
- Youth clubs received the lowest satisfaction rates of all youth services but 62.3% of respondents still considered them to be good or very good.

Partners are working to engage more children and young people in positive activities that support their personal development, particularly amongst the most vulnerable. North Tyneside Council's Widening Horizons programme has encouraged

participants to try new activities, develop skills and play a full part in the community. The programme comprised three elements:

- Sport
- Arts
- Culture

More than 60 clubs are now engaged in the sports element in the programme, which has seen 70,000+ attendances at activities. The borough also hosts a wide range of events that children and young people attend. We have regular annual events such as the high profile Mouth of the Tyne Festival and Young Mayors Music Festival. These are complemented by a series of events throughout the year with a particular focus on the summer period.

Partners also deliver a range of targeted activities that have been successful at reducing risk taking behaviour within key localities. The Street Games Young Volunteers have used participation in sport and physical activity to divert young people from anti social behaviour. The successful Sub 21 scheme was established in 2009 as a 10 week pilot to address kerbside drinking and the attending anti social behaviour in Wallsend. The initiative proved so popular that the partners agreed to continue the scheme. More than 200 young people access the fourteen different activities, which are available 6 days a week, including weekends. The Police and Council have worked together to establish weekend activities within specific neighbourhoods to divert children and young people from anti social behaviour.

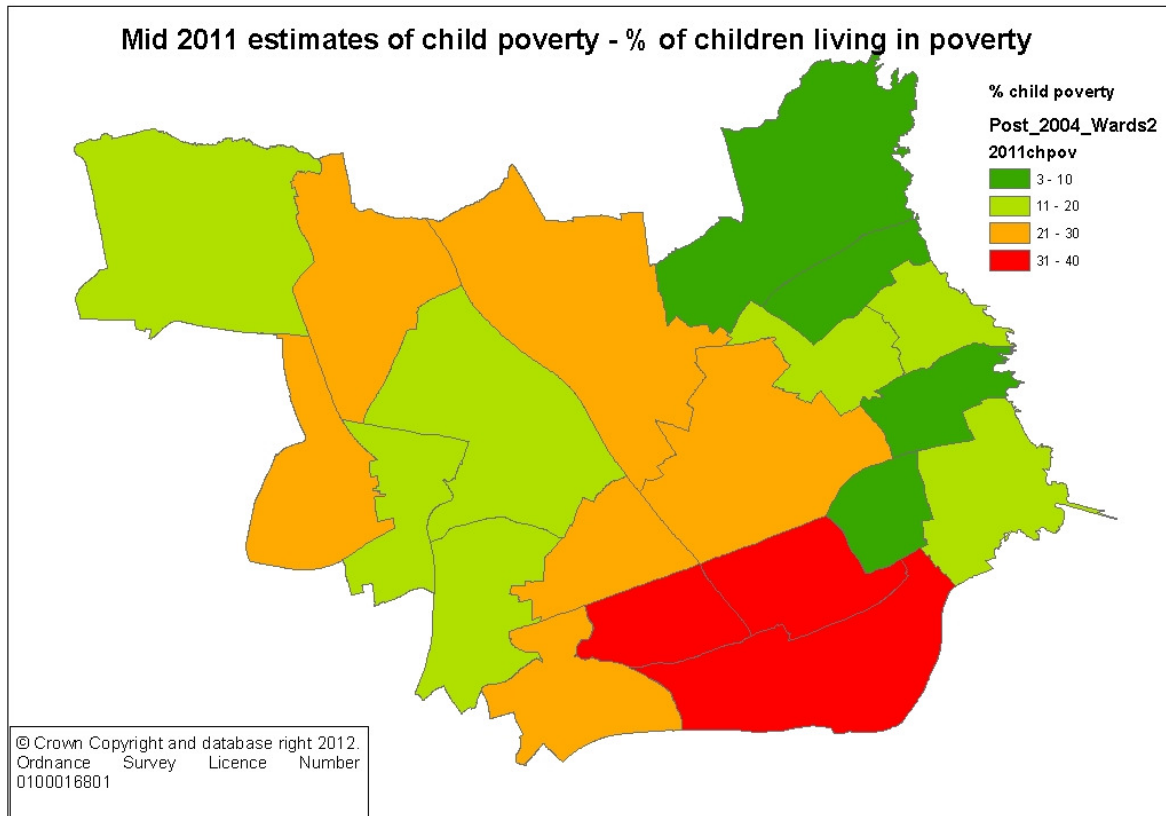
North Tyneside has an established participation and engagement infrastructure that provides children and young people with a strong voice in local decision making. The Youth Participation and Engagement Team's innovative approach was recently recognised by the British Youth Council's 'Youth on Board' awards. North Tyneside's third Young Mayor was appointed in 2011, following an election in which 6,746 young people cast a vote (a 55% turnout). The borough also has an active Young Cabinet, Youth Council and a set of young people who inspect services. There are also specific opportunities for groups such as disabled young people and looked after children. This includes the Children in Care Council, dedicated youth council seats for looked after children, a Care Leavers Forum and a LAC stock take survey. Partners are looking at how we enrich engagement opportunities and help young people to become active citizens. Many services engage young people in decision about services but our challenge is to make sure children and young people are actively involved in the planning, delivery and monitoring of all services.

Local Context

The overwhelming majority of the borough's children and young people are happy, healthy and make a successful transition into independent adulthood. However the borough continues to face a number of challenges which can restrict the opportunities and life chances of a minority of children and young people. Such issues are often mutually re-inforcing and the prevalence of which tends to be concentrated in particular hotspots.

Child poverty

21% of North Tyneside's children live in poverty, which is inline with the national average (mid 2011 estimates). This is the second lowest percentage of child poverty compared to other local authorities in the North East. Yet this figure masks considerable diversity across the borough.

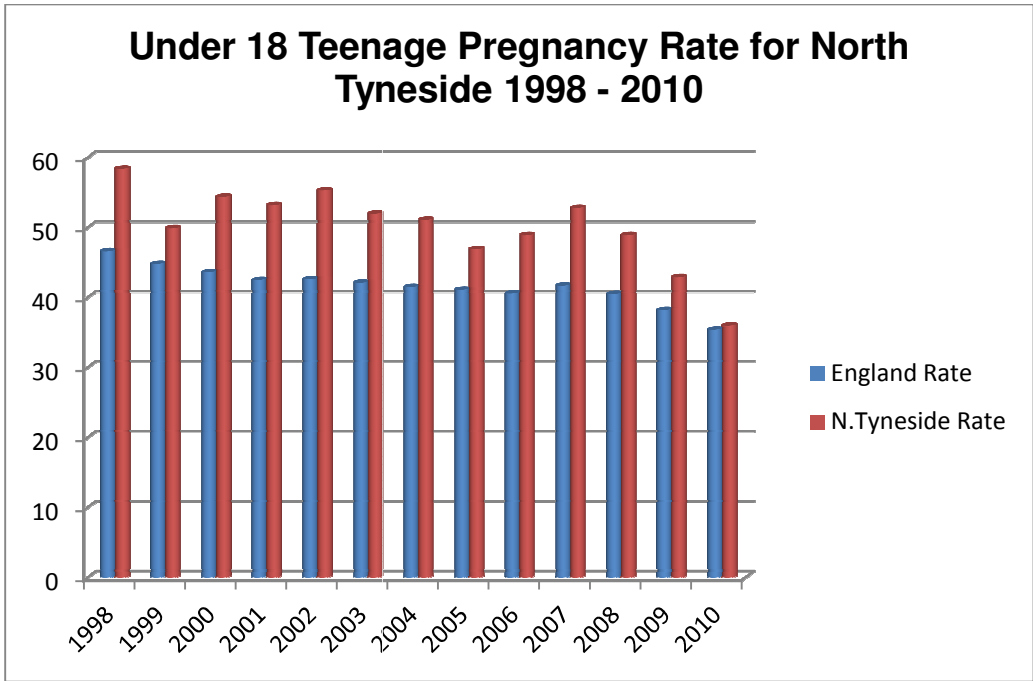


Public Health

The development of the Health and Wellbeing Board in North Tyneside ensures the health and development of children and young people in the borough is a clear focus for the Council and partners. We know issues are childhood obesity, alcohol and substance misuse and for some groups social and emotional relationships are significant matters. This strategy will address the above issues through engaging young people in activities that tackle such problems at cause. The joint strategic needs assessment is a key document outlining our direction of travel for children's health in the borough and the direction/commitment of this strategy underpins and supports the JSNA.

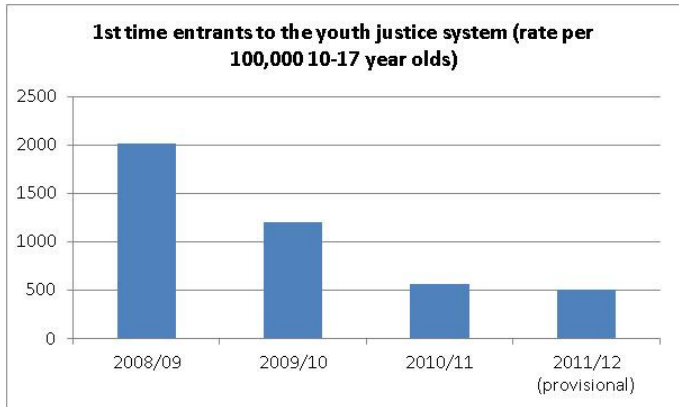
Teenage Pregnancy

North Tyneside's under 18 teenage pregnancy rate at **36** conceptions (per 1,000 female population aged 15-17) is now very close to the National Average of **35.4**. This indicates a narrowing of the gap and represents a significant reduction in teenage conceptions of **38.4%**, compared to a national reduction of 24.0% from the 1998 baseline.



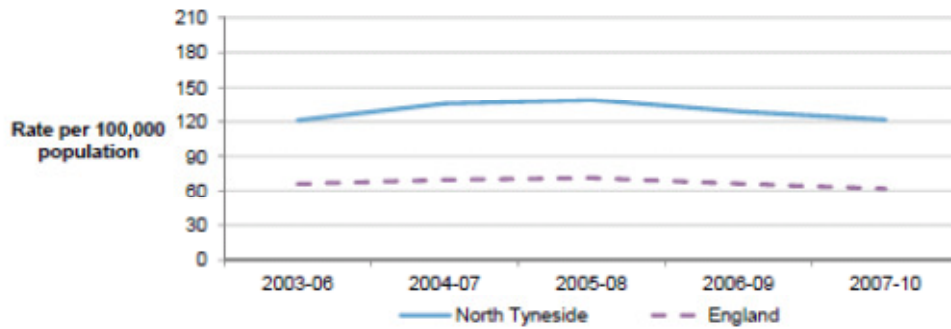
Youth Anti Social Behaviour

Crime and disorder involving young people is relatively low in North Tyneside. The number of first time entrants to the youth justice system fell from 561.3 (per 100,000 population) to 505 (per 100,000) from 2010 – 11 to 2011 -12. The proportion of young people receiving a conviction also fell during the same period from 3% to 2%.



Substance Misuse

A key challenge facing the borough is alcohol misuse amongst young people. The percentage of children and young people in North Tyneside who say they have been drunk within the last month is 65% (YPS 2011) The borough also has a high rate of young people aged under 18 years admitted to hospital because of an alcohol related condition, which has consistently remained above the national average.

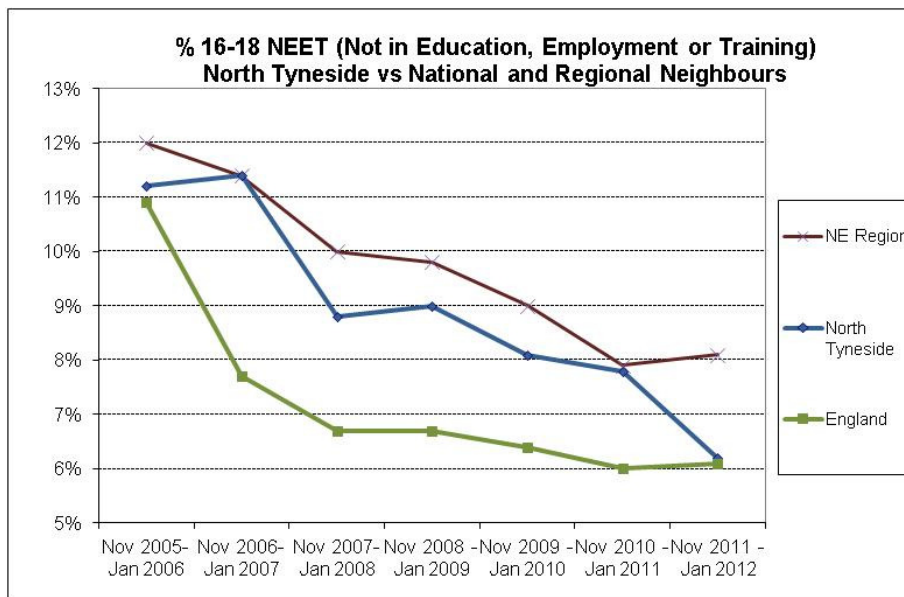


Data source: Hospital Episode Statistics (HES), The NHS Information Centre for health and social care.

Skills, Qualifications and Employment

North Tyneside has made significant headway in engaging young people in education, learning and training beyond the age of 16. This has contributed to a significant reduction in the proportion of young people who are not in education, employment and training. The current NEET rate stands at 6.2% (11/12) and has decreased from 7.8%. It is now in line with the national average.

Household income remains a significant determinant of attainment and progress post 16. Despite recent progress, the proportion of 19 years olds with a level 3 qualification remains below the national average. The inequality gap in the attainment of level 3 at age 19 between young people from a deprived background and their peers continues to exceed the national average, despite a reduction from 32% in 2010/11 to 28% in 2010/12. Young people from a low income background are also less likely to progress into higher education, where the inequality gap increased from 22% in 2010/11 to 30% in 2011/12. It is increasingly important that young people develop the skills to compete in a competitive labour market. Unemployment amongst 18-24 year olds has increased from 7.3% in 2006 to 11.8% in 2012 and has been above the national average for this entire period.



Children and Young People's Views

North Tyneside's excellent participation and engagement framework provides children and young people with a strong voice in decision making. This ensures that partners have a real understanding of the issues most important to residents aged up to 19 years. This strategy reflects the priorities, aspirations and expectations of children and young people.

Children & Young People's Survey

North Tyneside's Youth Survey 2011/12 was aimed at all age groups, including young people aged 16+ for the first time. Responses were received from over 1800 young people, from those expressing a preference:

- 38.6% had taken part in an adult-led group activity outside of school during the past 4 weeks. Sports clubs and Brownies, Cubs, Scouts and Girl Guides were the most popular.
- 66.4% of respondents felt their local play site met their needs.
- Only 15% had volunteered within their local community during the last 12 months.

Young Mayor

In 2011 North Tyneside's third Young Mayor was elected. Her manifesto identified 3 key issues for children and young people that she wanted to address during her time in office:

- Improve sexual health facilities so that they are more young people friendly
- Formally establish a social networking mechanism to engage young people in the future development and branding of the service
- Work to improve access to good quality careers advice in high school

Youth Council

In 2010 North Tyneside Youth Council established a Scrutiny Group to consider the question 'Why do young people still say there is nothing to do in North Tyneside?' The group concluded that although there was a wide variety of activity there were a number of barriers, which accessibility and awareness were the main issues. They also found that children and young people wanted a greater say in their services.

Residents' Survey 2011

The Council carried out a survey of adult residents in the summer of 2011 which identified the following issues as relevant to the strategy:

- Activities for teenagers
- Young people hanging around on street corners
- Satisfaction levels amongst users of activities for the under 13s

Workforce Development

North Tyneside Council Children and Young People's Workforce strategy is part of the Children and Young People's Plan. It outlines the strategic approach that will be taken as part of Children's Trust arrangements to support the reform, development,

deployment and recruitment of a high quality children and young people's workforce that:

- Is competent, confident, safe and well-led to work with children, young people, families and carers.
- Strives to achieve the best possible outcomes for all children and young people, families and carers and reduce inequalities between the most disadvantaged and the rest.
- Focuses on identifying and preventing problems as early as possible while strengthening protection for vulnerable children and young people, working with families and carers.
- Works effectively together across organisational and professional boundaries to meet the needs of children, young people, families and carers.
- Is able to work effectively with children and young people, families and carers from diverse cultural, religious and ethnic backgrounds.
- Is flexible and responsive, able to meet current and future need.
- Makes as much difference to the life chances of children and young people as possible.

Organising Ourselves to Deliver

Delivering this strategy falls into four areas.

1. Delivering the capital programme

A play and youth investment programme of £0.830m to support youth and play across North Tyneside has been established. This new investment will be in addition to capital investment already secured to significantly improve the quality of borough wide facilities. The total investment will enhance the offer for young people and include:

- Whitley Bay and North Shields Community Football Club investments, the provision of the Foxhunters sports pavilion and the Tynemouth Pool investment.
- Development of a network of age appropriate facilities in town centres and neighbourhoods that are valued by children and young people aged 8 – 19 years.
- Provision of new facilities in areas where there is currently a lack of youth provision or existing provision requires refurbishment to modernise.
- Opportunities for young people to develop their confidence, knowledge, skills and abilities and gain recognition and/or accreditation such as the Duke of Edinburgh's Award, Civic Award or Youth Achievement Award.
- Improved volunteering opportunities for young people or for adults to work with young people.
- How capital asset(s) will improve the life of young people in North Tyneside.
- The opportunity for the investment pot to act as leverage to attract additional funds from the charitable sector, businesses, partner agencies, and from national government through the Positive for Youth programme that will deliver a borough-wide network of youth and play facilities.

2. Ensuring consultation with young people

Throughout the life of the programme, we will ensure that young people are consulted at every stage. The council and partners have strong engagement arrangements and these will be maximised to ensure the programme is:

- Branded by young people
- Influenced in its development by young people
- Has young peoples 'buy in'
- Is available to all young people regardless of age, gender, sexual orientation and ethnicity.

3. Putting in place strong and effective governance.

This strategy depends for its success in delivery upon the strong partnership ideals of the Council, statutory partners and the community and voluntary sector. The highly effective CYPL Board and the newly organised C&YP Provision Board have offered their full support to the strategy and through the ongoing commitment of everyone involved will deliver strong outcomes for young people.

4. Delivering Early Help, Prevention and Support Services

Youth and Play services play a major part in delivering strong outcomes for young people. We see clear benefits in ensuring our Youth and Play services are firmly linked to all universal, targeted and specialist services for families and children. Our vision is to have services in place that complement and support each other and so prevent fragmentation of activity.

Evaluation and Monitoring

The Creating a Young Person's Borough Strategic Plan will contribute to outcomes within the Children's and Young People's Plan through collaboration. The overall governance arrangements will be through the Children and Young People's Board and in particular the sub-group of the CYPL, the Children and Young People's Provision Group.

The Plan will be measured by the following indicators:

Outcomes to be achieved	Evidence to demonstrate that providers have achieved these outcomes
Children and young people are protected from violence, abuse and neglect	Number of CAFs undertaken, TAFs attended and staff taking on Lead Professional role.
	Number of young people reporting improved awareness of other services.
Children and young people are safe and feel safe in their communities where they live, go to school, play and work	Feedback from young people about feeling safe at the provision and travelling.
	Level of anti-social behaviour by young people in the area or at time of year (as appropriate) that provision is operating.

The impact of poverty on children and young people is reduced	Reduce the number of young people becoming homeless (for identified young people where this is an issue).
Children and young people who are vulnerable or have additional needs achieve the best possible outcomes, for example, looked after children (LAC), children and young people with Special Educational Needs and Disabilities (SEND), or with caring responsibilities, or from black and minority ethnic (BME) communities	Increase in the proportion of young people from disadvantaged or vulnerable groups taking up services.
	Take up rates and attendance and engagement with services.
	Feedback from young people that they are able to make choices about how they spend their time in youth and play provision which is tailored to their needs.
Health inequalities are reduced, particularly child obesity and teenage pregnancy	Relevant sessions on: e.g. sex and relationship education / advice, smoking cessation, alcohol and substance misuse and health eating well attended and well regarded by young people.
	Number of young people doing sport, physical activity, art and cultural activities and using opportunities to access general leisure and community activities. This will include a number of young people who take up activities including music, dance and theatre.
	Young people report improved awareness of local health services and readiness to access these.
	Numbers of young people referred to drug and alcohol services.
	Number of Chlamydia screening generated from the target group.
	Numbers of young people referred to weight management programmes.
Children and young people achieve their learning potential	Improved attendance at school (for identified young people where this is an issue)

Young people behave positively / keep on the right track	Reduction in persistent absence (for identified young people where this is an issue).
	Reduction of fixed term exclusions (for identified young people where this is an issue).
Young people develop into skilled, responsible, independent adults	Young people who are NEET (or at risk) of becoming NEET.
	Accreditations/accredited courses achieved by young people.
	Provision of training, visits etc prepare young people for employment.
	Young people's feedback on effectiveness of support preparing them for employment.
	Young people taking part in some form of volunteering.
	Relevant sessions on e.g. life skills, conflict resolution, peer mediation are well attended and well regarded by young people.
Children and young people enjoy their lives and have access to opportunities, culture and activities	Proportion of young people trying new activities and experiences.
	Feedback from young people that they have made new friends.
	Feedback from young people that they are able to make choices about how they spend their time in youth and play provision.
	Mechanisms in place for young people to influence and shape service delivery. Representation of young people using these mechanisms.
	Young people's feedback on quality and range of activities and opportunities to try new ones.
	Take up rates and attendance and engagement with services.

Communication and Engagement

Consultation with young people has shown that for them to be effectively engaged in this programme requires:

- Young people are involved in the development of the strategy and delivery arrangements
- A more appropriate use of language to make it accessible to children and young people
- Young people through their schools and other groups are involved in telling others about the programme.

Strategic Objectives and Actions

Our approach to making North Tyneside a young person's borough

Objective 1 Increasing participation of all children and young people in all age facilities in town centres and neighbourhoods.

The Issues

Facilities for children and young people are not distributed evenly across the borough. A number of neighbourhoods lack the facilities to provide a full range of age appropriate activities. Some of the existing venues and spaces require updating if they are to meet the expectations or aspirations of children and young people.

Our Approach

We will develop a facilities offer for children and young people in North Tyneside. This will ensure that everyone aged up to 19 years (and older in special circumstances) is guaranteed access to a core offer of facilities within their locality, regardless of where they live in the borough. Partners will work together to deliver a borough-wide network of high quality spaces for children and young people which are safe, affordable and accessible.

At the heart of the offer will be a commitment to provide a town centre based youth facility in each of the borough's four localities. This will be complemented by the offer of a network of smaller neighbourhood facilities, offering play and youth activities across the age range as well as the opportunity for young people to 'hang out' with friends. Partners will carry out local sufficiency assessments to build a comprehensive understanding of facilities on offer.

Flexible provision including cultural and music based activities will be used to address any gaps in provision, where permanent provision of facilities is unsustainable. A mix of fixed and mobile provision will ensure every child and young person in North Tyneside is able to access facilities within their local area.

Partners will focus on addressing any gaps in the core offer at a local level. We will seek to utilise existing facilities more effectively and creatively to deliver the offer. We will prioritise those areas where issues with risk taking behaviour amongst children and young people have been identified. A Youth and Play Capital Investment Programme will provide funding for partners to develop new facilities or

revitalise existing provision, with a particular focus on the town-centre youth centres. The investment will be phased, with priority given to areas with high levels of youth anti social behaviour and / or risk taking behaviour.

Partners are committed to ensuring the facilities offer is equally accessible to all children and young people. We will work with communities to maximise vulnerable and disadvantaged children and young people's use of facilities. Facilities will deliver programmes of targeted and specialist provision for those with specific needs. Issues of transport and affordability will be addressed.

We want children and young people to value their facilities and to feel a sense of ownership for them. That is why children and young people will help to define the overall facilities offer at a borough-wide and local level. Local children and young people will also be involved in the planning, delivery and quality assurance of facilities, from the outset of each project.

The impact we want to have

- Every young person is able to access age appropriate facilities within their local community.
- Each locality will have a network of neighbourhood based facilities that provide services across the age range.
- Facilities are valued by young people and regarded as valuable community assets by the residents of all ages.

What we will do

- Establish a facilities offer for North Tyneside's children and young people and network of neighbourhood based facilities.

How we will measure success

- An increase in children and young people's satisfaction with facilities.
- Children and young people's health and wellbeing through the monitoring of teenage pregnancy, obesity and through self report on health related issues from the Young People's survey.
- The number of young people using facilities measured by the Children, Young Peoples Provision Group.
- The number of young people from vulnerable and disadvantaged young localities using youth facilities.

Objective 2 Increase participation in the universal youth, play, sport and cultural activities available for children and young people across the borough.

The Issues

Consultation with children, young people and residents consistently identifies a need for more activities for children and young people. This can be an issue of perception in some cases but it is clear that some locales are currently unable to offer age appropriate opportunities for all children and young people. Growing up in an environment that lacks personal and social development opportunities can restrict an individual's life chances.

Our Approach

Partners will develop a universal entitlement to local recreational, cultural, sport and leisure opportunities for every child and young person in the borough, regardless of where they live. Opportunities will be age appropriate and enjoyable, while also contributing to their personal, social and / or emotional development of children and young people. Taster sessions will be widely offered. Branding and marketing of North Tyneside's Youth Offer will be consistent across partners to help raise awareness amongst children, young people and the wider community. The entitlement will be developed in partnership with young people.

The Children and Young People and Learning Board themed partnership will work with children, young people and the wider community to define the common entitlement. They will then work with Area Children's Strategy Groups to plan and deliver the offer within each locality. Partners will carry out local sufficiency assessments that include both formal and informal provision. Resources will be targeted at those areas identified as having gaps in provision, with priority given to those experiencing issues around anti social behaviour and or risk taking amongst children and young people. The local delivery of the offer will be developed in consultation with young people to reflect the locality's needs, aspirations and expectations.

The voluntary and community sector providers will lead the local implementation of the offer. A key focus will be the accessibility of the entitlement to all children and young people. Partners will seek to raise participation amongst those young people who are vulnerable or from deprived backgrounds. They will also ensure that every locality has an offer of activity for children and young people with specific needs such as learning difficulties and disabilities.

The impact we want to have

- All children and young people will be able to access age appropriate recreational, cultural, sport and leisure opportunities within their local community.
- Children and young people develop the personal, social and educational skills to thrive.

- Vulnerable and disadvantaged children are able to access opportunities to support their development and we will ensure a balanced programme for all children and young people without stigma.
- Recreational, cultural, sport and leisure opportunities are valued by children and young people.

What we will do

- Introduce a recreational, cultural, sport and leisure entitlement for every child and young person in the borough.

How we will measure success

- Children and young people's satisfaction with universal recreational, cultural, sport and leisure opportunities as expressed in the Youth Survey.
- The views of children and young people about their health and wellbeing through consultation with the Young Mayor and Cabinet and 'dip sampling' of users using a validated tool to measure the emotional capabilities of the young people.
- Reduced risk taking behaviours and anti social behaviour by children and young people by measuring the number of children requiring medical or related interventions through accidents, substance and/or alcohol misuse.

Objective 3 Introduce a targeted activity based programme for young people who are engaged in risk taking/anti social behaviour.

The Issues

A minority of children and young people in North Tyneside engage in risk taking or anti social behaviours with the potential to harm their life chances. The borough has particular issues around teenage pregnancy, substance misuse amongst young people and localised youth disorder. These issues are often concentrated in localities that also experience a high level of disadvantage.

Our Approach

Partners will provide targeted activity based programmes to reduce risk taking amongst young people. We will look to prevent children and young people from becoming involved in serious risk taking behaviour in the first instance using timely interventions. Parental involvement will support the early identification of young people at risk is essential if we are to minimise harm. Partners will contribute to the development of multi agency assessment and information-sharing arrangements to support early identification. Partners will then develop diversionary or preventative support for individuals who are at risk. We will strengthen the interface with targeted and specialist services to ensure children and young people access diversionary activities as part of a wider package of support where appropriate.

In 2012 – 2013 we will re-design our early help and prevention services to increase effectiveness. We will develop an early help and vulnerable help service (Troubled Families), a revised early years service and a crisis service for children on the edge of care. Services will act collaboratively to provide a seamless offer of a preventative nature to families.

Where a young person is already heavily engaged in risk taking our focus will be on reducing the frequency of behaviours and minimising harm through tailored programmes of activities and support. Serious risk taking behaviour is usually linked to wider issues, so partners will deliver activity based programmes as part of wider multi agency packages of support to individuals or families where appropriate.

Partners will also target activity based programmes at communities experiencing high levels of risk taking behaviour amongst children and young people. Partners will work with communities and Area Children's Strategy Groups to understand local issues and develop tailored diversionary activities as well as increasing the understanding of communities to the needs of young people. Partners will also develop their capacity to rapidly deploy integrated programmes where issues of risk taking are emerging or becoming acute within a locality. Intelligence sharing arrangements will be reviewed and strengthened to ensure partners are able to identify problems at the earliest opportunity.

Our approach to targeted diversionary activities at a community level will build upon the success of initiatives such as Sub21 and Offwatch. Partners will deliver a programme of universal activities, combined with targeted interventions for high risk

individuals in communities experiencing risk taking behaviour. These programmes will be developed in partnership with local children, young people and the wider community.

The Council will lead on delivering targeted support around risk taking behaviour amongst children and young people. The Youth Service will have a strong focus on using targeted support to improve outcomes for the most vulnerable. Partners will monitor the effectiveness of interventions to ensure resources are focussed on those delivering the greatest benefit to children and young people.

The impact we want to have

- Young people engaged in risk taking are supported at the earliest opportunity.
- Risk taking behaviour amongst children and young people is reduced.
- Families with complex and multiple needs see their life chances improved.
- Communities experiencing problems around risk taking behaviour amongst children and young people report reduction / cessation in problematic behaviours.
- A greater understanding amongst young people of both sexual and emotional relationship issues.
- Young people are equipped to make the right choices.

What we will do

- Deliver targeted diversionary to reduce risk taking behaviour, particularly around substance misuse, antisocial behaviour and sexual health.
- Integrate planning and service delivery as part of the Troubled Families Agenda.
- Build on existing locality work via the Area Children's Strategy Groups and the Police Task and Co-ordinating Groups.

How we will measure success

- Reduction in incidences of anti social behaviour in the Borough and targeted areas by monitoring the number of acceptable behaviour orders in place for ASB, the number of reported instances of ASB to the police and council, the number of young people provided with a service from the YOPS for ASB.
- Reduction in substance misuse amongst children and young people as shown by the number of A+E interventions for young people and the number of interventions undertaken by N2L.
- Reduction in teenage conceptions.
- Improved outcomes for individuals receiving support through a set of focus groups with young people to help inform those
 - Achieving in education
 - Career success
 - Being healthy
 - Having positive relationships
 - Involvement in meaningful, enjoyable activities.

Objective 4 Establish a joined up approach to developing the social and emotional capabilities that young people will need to manage the transition into adulthood.

The Issues

A minority of young people enter adulthood without the personal and social skills to live independently as adults. As a result they can face poorer outcomes throughout life, economic dependency and mental wellbeing issues. A lack of emotional resilience to overcome challenges and adversity has been highlighted as a particular issue.

Our Approach

Partners will develop a coordinated approach to personal, social and emotional development, that prepares them for the transition to independent adulthood. This will complement and extend the Personal, Social, Health and Education (PSHE) curriculum provided in schools and colleges and will engage the minority of young people who require additional support to make a successful transition into adulthood.

Our approach to personal and social development will focus on building trusting relationships between young people, their families, peers and other adults. We will also develop young people's sense of belonging within their community and wider social networks. Partners will place a strong emphasis on emotional resilience, with the aim of building young people's self regulation skills, coping abilities and self efficacy.

We will target support at the most vulnerable young people, with priority given to those with multiple and complex behavioural, emotional or social difficulties. These behaviours are often linked to underlying contextual factors that need to be tackled concurrently. Therefore personal and social development support will be integrated within a coordinated package of support around the family where appropriate.

Partners will also deliver programmes for those young people requiring additional support to make a successful transition to independent living. These programmes will develop the practical skills and knowledge required to live independently but will also strengthen the young person's self reliance and self confidence. We will continue to enhance the specialist support available to vulnerable groups such as care leavers and young people with learning difficulties or disabilities. Tailored packages will help to ensure that they develop the skills and capacity to live as independently as possible.

The impact we want to have

- Vulnerable young people make a successful transition into adulthood.
- All young people develop the emotional resilience to overcome adversity throughout their life.
- Young people develop the personal skills to become economically and socially independent adults.
- Improve the mental health and wellbeing of young people.

What we will do

- Deliver tailored support to young people with multiple and complex needs focussed on independent living, social and emotional development by developing a set of data around troubled families with universal and targeted services support by providing assertive outreach.
- Develop a consistent approach to identifying need amongst young people
- Develop an integrated approach to personal and social development which will strengthen young people's emotional resilience.
- Deliver an independent living skills programme by providing cross Directorate support for young people in first time accommodation.
- Integrate planning and service delivery as part of the Troubled Families Agenda. Our service re-design will remove fragmentation and ensure a seamlessness of approach.

How we will measure success

- The number of children and young people who are the subject of an initial assessment and or CAF intervention.
- Formal consultations with young people to ascertain their views as to quality and effectiveness of the service they have received and their views as to how they feel they have been involved in shaping service delivery.

Objective 5 Celebrate and increase the engagement of children and young people in making a positive contribution to their community.

The Issues

The majority of young people want to make a difference but can feel excluded from traditional decision making structures. A small minority of disaffected young people are disengaged from the wider community, which can seriously harm their life chances. North Tyneside also has low levels of reported volunteering amongst children and young people.

Our Approach

In an increasingly online world young people can participate in global networks but we believe it is equally important that children and young people are valued by their local community and have a stake in its' future. Our established participation and engagement framework provides children and young people with a strong voice on youth related issues and wider decision making.

Partners are now looking to build children and young people's capacity to be active citizens. We want children and young people to be routinely engaging in a constructive dialogue with decision makers, on those issues of greatest importance to them. We want young people to feel that they can make a difference, in order to foster a sense of ownership and shared responsibility for their community. Partners will seek to encourage active citizenship at an early age in order to create a life long engagement within their community. Our Agents for Change programme will enable children to address a local issue they have identified as important to them. The programme will target those schools with low levels of civic engagement.

We want to inspire more young people to make a contribution to their community through volunteering. North Tyneside has a comparatively low level of formal participation in volunteering. We know that many young people regularly make a positive contribution to their community but may not consider it volunteering. We want young people's contributions to be properly recognised and will develop a web based tool to systematically capture the difference children and young people make within their local community.

Partners will work together to develop a spectrum of volunteering opportunities that enables young people to get involved at a level they feel comfortable. They can then progress through volunteering pathways and work towards formal accredited qualifications where appropriate. North Tyneside's voluntary and community sector will have a key role in harnessing the energy, creativity and imagination of young people for the benefit of the wider community.

Partners will prioritise communities with low levels of volunteering. They will focus on involving those individuals who are vulnerable or from deprived backgrounds who will gain the greatest benefit from volunteering. We will look at supporting them to participate in accredited learning opportunities and the National Citizen Service

programme, which combine community volunteering with personal and social development opportunities.

The impact we want to have

- Increase the proportion of young people volunteering in the local community.
- More young people from under represented groups volunteer in their local community.
- Residents recognise and celebrate young people's contribution to a vibrant North Tyneside.

What we will do

- Develop a range of volunteering opportunities for every child and young person in the borough. Expand opportunities through programmes such as the Duke of Edinburgh's Award Scheme and the National Citizen Service.
- Involve children and young people in all aspects local decision making.

How we will measure success

- Increased rates of volunteering amongst children and young people. A baseline will be established in 2012/13 of young people involved in volunteering.
- Children and young people's perception about their involvement in shaping decision making through dip sampling users and through consultation with the Young Mayor and cabinet and school councils.
- Children and young people's satisfaction with services via the Young Persons Survey.

Objective 6 Improve the capacity of the voluntary, community and statutory workforce sector to support personal, social and emotional development of children and young people.

The Issues

Healthy personal, social and emotional development during childhood and adolescence provides the foundations for lifelong success. A small minority do not develop the skills to succeed as adults and require additional support. We need to develop a multi agency approach to workforce development, which ensures those delivering services can support children and young people's personal, social and emotional development.

Our Approach

Personal, social and emotional development emerges from children and young people's interaction with those around them. It is essential that the extended children's workforce understand children and young people's development and is able to support children and young people from an early age, where necessary. It is crucial that frontline professionals identify issues at the earliest opportunity, provide appropriate support and access specialist assistance where appropriate. Partners will develop a coordinated approach to developing capacity of the children and young people's workforce to support personal, social and emotional development.

Partners will develop a shared approach to training and development across the statutory, voluntary and community sectors. It will ensure the children's workforce is able to support personal, social and emotional development but can also identify issues and know how to access additional support. The programme will have a strong focus on building emotional resilience and independent living skills. The children and young people with the greatest need for support often have additional issues. We will build the capacity of the workforce to support the personal, social and emotional development of children and young people with complex and multiple needs, as part of an integrated whole family approach.

We will also work with communities, including children and young people, to build their capacity to support personal, social and emotional development from an early age through play. We will continue to support young people pursuing formal qualifications in playwork and use the Shiremoor Adventure Playground as a centre for excellence for environmental play learning. A programme of playwork training will be delivered for community members that will enable them to lead play activities within their localities. Programmes will also be delivered to schools and the extended children's workforce to raise awareness of the importance of creating a play friendly environment.

We will also look to develop the strategic capacity to deliver the personal, social and emotional development of children and young People. Under the new Children, Young People and Learning partnership arrangements a Commissioning Executive Group will be established. The group will oversee the strategic needs analysis,

performance management and evaluation of services commissioned around the Creating a Young Person's Borough Strategy. The Children and Young People's Provision Group has been established to integrate and coordinate provision for young people to deliver this strategy. We will build their capacity in assessing needs, planning, delivering and evaluating provision to ensure they provide effective leadership in making North Tyneside a young person's borough.

The impact we want to have

- All children and young people develop the personal, social and emotional skills to succeed throughout their life.
- Children and young people with complex and multiple needs are able to develop personal, social and emotional skills.
- Communities understand the importance of personal, social and emotional development.
- The children's workforce understands the complexities of personal, social and emotional development and is able to tailor support to meet an individual's needs.
- The statutory, voluntary and community sectors have an integrated approach to building their workforces' capacity to support personal, social and emotional development.

What we will do

- Ensure the extended children's workforce is able to support all children and young people's personal, social and emotional development.

How we will measure success

- The number of young people in the borough who
 - Go on into Higher Education
 - Go on into Further Education
 - The number taking up apprenticeships
 - Employment figures in the borough for those aged 17 to 25 years
 - The NEET figure
 - The number of young people with complex needs able to live independently
- Workforce development plans for the public and community and voluntary sector take account of the needs of young people across the whole spectrum of need.

Objective 7 Organise ourselves to deliver a 21st century youth and play offer.

The Issues

To modernise our approach to providing universal, targeted and specialist services within our Youth and Play sector. Ensuring what we do is influenced and owned by young people and meets their need.

Our Approach

In partnership with our service providers we will facilitate the development of relationships between local groups and mainstream organisations to make the best use of resources across the borough to avoid duplication of provision and maximise impact of provision. The successful delivery of a youth and play offer will require excellent working relationships, information sharing between providers and effective 'signposting' to facilitate access to services.

Young people have the right to shape the services on offer to them. We will ensure that young people are involved in planning, designing, delivering and evaluating (where appropriate) youth and play services and having appropriate choice how they spend their time.

We want to ensure that that our youth and play offer is transformed, sustainable offering good value for money and child and young person focussed.

The impact we want to have

By aligning the Strategic Priorities linked to the youth and play offer across North Tyneside we will ensure that all young people:

- Are protected from violence, abuse and neglect
- Feel safe in their communities where they live, go to school and play
- Have the opportunity to enjoy their lives
- Have access to opportunities; and
- Develop into responsible independent young people.

What we will do

- Deliver a high quality accessible youth and play offer
- Promote and offer a range of positive activities that are based on need
- Support young people and meet the needs of diverse and vulnerable groups

How we will measure success

- Our baseline will be used to set aspirational targets for future years.
- We will monitor and evaluate partner organisations and agencies in establishing youth and play activities across North Tyneside to better link new and existing services around the needs of young people.

Delivery framework

Strategic Objective 1: Increasing participation of all children and young people in all age facilities in town centres and neighbourhoods				
Action	Milestone	Lead	Completion Date	Outcomes
Deliver a universal facilities offer for children and young people	<ul style="list-style-type: none"> Launch the Youth Capital Investment Programme in autumn 2012. Allocate the Capital LAA Reward Grant in autumn 2012. Assess all received bids against criteria that will ensure equity and fairness across the borough. Award the contracts to the successful bidders. Manage and monitor the delivery of the capital programmes over the period of development and submitting quarterly updates to CYPL Board. Promote the opening of the new resources with all stakeholders against the agreed timeline ensuring the active engagement and involvement of young people. Have consultation with young people and stakeholders for a full activity offer upon opening. 	<p>Senior Manager – Education Capital</p> <p>Senior Manager – Youth Service</p>	August 2013	<p>Established and accessible facilities across the Borough with a full range of age appropriate activities in place.</p> <p>An increased number of young people expressing their satisfaction with the services.</p> <p>Providers delivering to an agreed specification and services being well managed.</p>

Strategic Objective 2: Increase participation in the universal youth, play, sport and cultural activities available for children and young people across the borough

Action	Milestone	Lead	Completion Date	Outcomes
<p>Introduce a recreational, cultural, sport and leisure entitlement for every child and young person in the borough.</p>	<ul style="list-style-type: none"> • Launch the Creating a Young Person’s Borough Activity Programme • Consult with children and young people and other stakeholders to continue to develop the branding of the Activity Programme. • Have in place a system of continuous evaluation of the activities to ensure strong take-up, relevance and impact of the programme. • Maintain an awareness campaign of the Activity Programme through social media and other communication channels. • Ensure strong interest and involvement of schools in the Activity Programme. • Explore options for match funding to expand and enhance the Activity Programme. • Monitor and manage take-up and the activity offer and respond quickly to issues that may be barriers to children and young people from specific areas and/or groups maximising use of the programme. 	<p>Head of Schools, Learning and Skills</p> <p>Head of Community and Cultural Services</p>	<p>Ongoing up to 2015</p>	<p>Young people will own the offer and be ambassadors in communicating the quality and effectiveness of the programmes.</p> <p>Reductions in anti-social behaviour, crime and disorder.</p> <p>Increased participation in all activities.</p>

Strategic Objective 3: Introduce a targeted activity based programme to reduce risk taking and anti social behaviour amongst young people				
Action	Milestone	Lead	Completion Date	Outcomes
<p>Deliver targeted diversionary activities to reduce risk taking behaviour, particularly around substance misuse, antisocial behaviour and sexual health.</p>	<ul style="list-style-type: none"> • Establish a rapid response process to quickly respond to areas, groups and localities with indications of young people exhibiting challenging behaviour. • Review the rapid response process to ensure effectiveness and in particular that in engaging with vulnerable groups the correct ones are being targeted and the impact of intervention is known. • Establish with the Target Youth Service and other information sources the means of receiving up to date and relevant information against 'hot-spot' areas so that intervention can be quick and effectively deployed and address the issues highlighted. • Put in place mechanisms that increase the resilience, confidence and capacity of youth and community groups to assimilate vulnerable and challenging young people into their activities. • Establish the base line identifying the transition of challenging young people into mainstream groups, clubs, activities etc and monitor progress against the base line. 	<p>Head of Preventative and Safeguarding Services</p>	<p>Ongoing until 2015</p>	<p>Effective targeted and specialist services available for young people.</p> <p>Reductions in anti-social behaviour, crime, teenage pregnancy, alcohol and substance misuse.</p> <p>An increase in resident's satisfaction in responding to 'hot spot' issues.</p> <p>Areas of disadvantage in the borough better served by resilient, open access and universal youth services.</p>

Strategic Objective 3: Introduce a targeted activity based programme to reduce risk taking and anti social behaviour amongst young people				
Action	Milestone	Lead	Completion Date	Outcomes
	<ul style="list-style-type: none"> • Introduce a targeted activity based programme to reduce risk taking and anti social behaviour amongst young people Require the use of the CAF by those working with vulnerable young people to identify within vulnerable cohorts those who need intensive family and related based intervention. • Establish the base line for CAF's completely for older young people (those aged 12+) and monitor, evaluate activities against the base line. • Link the diversionary work with young people to the programme and early help services ('troubled families') to strengthen the family based support approach. 			<p>Increase in the number of CAFs undertaken for vulnerable young people.</p> <p>Implementation of the Strategy is helping turn around the lives of vulnerable young people and their families.</p>

Strategic Objective 4: Establish a joined up approach to developing the social and emotional capabilities that young people will need to manage the transition into adulthood

Action	Milestone	Lead	Completion Date	Outcomes
<p>Deliver tailored support to young people with multiple and complex needs that is focussed on independent living skills, social and emotional development.</p>	<ul style="list-style-type: none"> • Engage schools, colleges and young people in the debate relating to what is currently provided and the improvement journey to reflect on identified shortfalls. • Commission the Care Leavers Team, Youth Offending Service, Youth Service and the CV sector to consult with their networks (to include young people) on the quality of current provision in this area and the important journey to meet identified shortfalls. • Identify best practice in this area and consider the learning for North Tyneside. • Evaluate the outcomes of the consultation and related activities and provide a briefing report to the CYPL Board, Health and Wellbeing and Young People’s Provision Board for multi-agency/professional development to improve practice in this area. • Engage agencies in delivering the new model. • Review and refresh the programme identifying the effective tracking of young people. 	<p>Head of Preventative and Safeguarding Services</p>	<p>Ongoing until 2015</p>	<p>An increase in providers committed to delivering the core offer.</p> <p>An increase in the numbers of young people who are:</p> <ul style="list-style-type: none"> • EET • Living successfully in independent circumstances • Contributing to the development of the programme. <p>The gap between the number of young people from disadvantaged backgrounds and their peers is reduced on key indicators.</p>

Strategic Objective 5: Celebrate and increase the engagement of children and young people in making a positive contribution to their community				
Action	Milestone	Lead	Completion Date	Outcomes
<p>Develop a range of volunteering opportunities for every child and young person in the borough.</p> <p>Establish a baseline date of current Duke of Edinburgh Awards.</p> <p>Involve children and young people in all aspects local decision making.</p>	<ul style="list-style-type: none"> • Develop and implement a consultation programme with children and young people on voluntary and related activities using: <ul style="list-style-type: none"> - School councils - CICC - Young Mayor and Cabinet - Community Engagement Events • Receive outcomes and evaluate funding. • Consult with potential voluntary opportunity providers. • In partnership with children, young people and providers develop a volunteering programme. • Evaluation take-up and progress the programme. • The ongoing programme to include: <ul style="list-style-type: none"> - The establishment of a base line of accredited and non-accredited volunteers that is happening by young people in the borough. 2012/13. - Evaluate the current “push-pull” incentives for young people to volunteer. - Establish targets for an increase in volunteering for the period up to 2014/15. 	Head of Schools, Learning and Skills	Ongoing until 2015	<p>Enriched and diverse provision for volunteering available across the borough as measured by:</p> <ul style="list-style-type: none"> • Increased number of young people accessing volunteering programmes including DoE. • Increased number of young people involved in young Mayoral election.

Strategic Objective 5: Celebrate and increase the engagement of children and young people in making a positive contribution to their community				
Action	Milestone	Lead	Completion Date	Outcomes
	<ul style="list-style-type: none"> - Utilising funding opportunities to increase volunteering opportunities. - Expand accredited voluntary opportunities (including the Duke of Edinburgh Award) from the 2012/12 base line. - Increase the knowledge and intelligence of volunteering patterns across the borough and leadership programmes that appeal and engage with specific groups to increase the rate of volunteering e.g. disability, BME, socially disadvantaged. • Hold an annual voluntary celebration event for young people starting in 2012/13 and in partnership with the Communications Team publicise the event, network with providers and use this as a focal point to increase awareness of opportunities and consult with young people to seek their views and opinions. 			<p>More young people perceive that they are making a positive contribution to their community and feel this is recognised and celebrated.</p>

Strategic Objective 6: Improve the capacity of the voluntary, community and statutory workforce sector to support personal, social and emotional development of children and young people.

Action	Milestone	Lead	Completion Date	Outcomes
<p>Ensure the extended children’s workforce is able to support all children and young people’s personal, social and emotional development.</p>	<ul style="list-style-type: none"> • Identify the full composition of the extended children’s workforce. • Review and refresh the training pathway for the ‘family groups’ with the extended children’s workforce to ensure it effectively covers the personal, social and emotional development of the children and young people. • Consult with staff on the outcome of the training pathway review and brand appropriately. • Review and refresh the training available to staff and covering the personal, social and emotional development of children and young people. • Launch, following consultation, via a multi-agency/professional conference, the new approach to meet the workforce needs to effectively meet the personal, social and emotional development of children and young people. • Engage with children and young people to gauge the effectiveness of the “New Approach”. • To hold a conference that focuses upon articulating the value of the creating a 	<p>Head of Commissioning and Fair Access.</p>	<p>Ongoing throughout 2012-15</p>	<p>The extended children’s workforce has the skills necessary to work effectively with children and young people.</p> <p>IPRs and associated training and development programmes confirm that the workforce is taking full advantage of the training pathway developed to meet this need.</p> <p>Children and young people express the view that they feel well supported by those working with them.</p> <p>The culture within the</p>

Strategic Objective 6: Improve the capacity of the voluntary, community and statutory workforce sector to support personal, social and emotional development of children and young people.

Action	Milestone	Lead	Completion Date	Outcomes
	<p>young person's borough strategy delivery plan as evidenced by the success in delivering:</p> <ul style="list-style-type: none"> • Achievement in education • Career success • Being healthy • Involvement in meaningful, enjoyable activities <p>Produce a resource pack for the workforce following evaluation of feed back from the conference.</p>			<p>workforce is one of continuous improvement through acting upon user views. Reflective practice and strong performance management. Team improvement plans express this view and have indicators in place to monitor the progress made.</p>

Strategic Objective 7: Organise ourselves to deliver a 21 st century Youth and Play Offer.				
Action	Milestone	Lead	Completion Date	Outcomes
Organise ourselves to deliver a 21 st Century Youth and Play Offer	<p>Develop and implement systems that ensure agencies work together in a transformational way to deliver the aims of the young person's borough strategy</p> <p>Ensure the processes in place to take up the views of children and young people as to the effectiveness of the programmes are</p> <ul style="list-style-type: none"> • Effective • Regularly refreshed • Offering opportunities for all children and young people, whatever their circumstances, to contribute <p>Provide an annual report to the Young Mayor and council as to the effectiveness of the delivery of the strategy</p> <p>Provide 6 monthly reports to the CYPL Board as to the effectiveness of the implementation of the strategy and its VFM</p> <p>Have endorsed by the CYPL Board the performance management structures and related data base, that ensures the youth and play provision is driven by evidence based activities and interventions.</p>	<p>Head of Preventative and Safeguarding Services</p> <p>And</p> <p>Head of Commissioning and Fair Access.</p>	Ongoing throughout 2012-15	<p>Providers will be effective in meeting the needs of children and young people in the borough. Surveys undertaken will confirm this to be the case.</p> <p>The service will be acknowledged to be innovative and a service leader in its field. Good practice examples will be widely circulated.</p> <p>Indicators supporting good safeguarding practice in the borough and those related to the improving of the emotional welfare of children and young people will show improvement from the 2012/13 baseline.</p>