

Appendix 2 Draft Action Plan – March 2011 – March 2012

Objective	Action	Measure	Resources	Date	Lead
1. To set up a Facebook page to inform and engage children and young people across the District	Work with IT and Comms to ensure a consistent approach with the Council's Social Media pilot, whilst ensuring the page is attractive and usable for young people.	Number of children and young people accessing Page.	SCDC Officer	March 2011	SCDC Officer: New Comms, Comms
2. To set up blogging mechanism (Twitter? Word Press?)	Work with IT and Comms to ensure a consistent approach with the Council's Social Media pilot, whilst ensuring the mechanism is attractive and usable for young people	Number of children and young people 'blogging'.	SCDC Officer	March 2011	SCDC Officer: New Comms, Comms
3. Ensure all Council Report Templates include a line to indicate whether or not children and young people have been consulted or involved.	Work with Democratic Services to ensure line is added in template.	Line added to template	SCDC Officer	March 2011	SCDC Officer: New Comms, Dem Services
4. Put together corporate 'toolkit' for use by all Departments to ensure the views of children and young people have been sought and considered, where appropriate and necessary.	Toolkit to include: <ul style="list-style-type: none"> • Signpost to Facebook and Blogging • Contacts for Connections Youth Bus and Village Colleges • Tips and training where necessary to support Members and Officers working with young people (ie, dejargonised documents, facilitating workshops, recording views and opinions, feeding back to young people, etc.) 	Toolkit in place	SCDC Officer	March 2011	SCDC Officer: New Comms, HR, Comms, Dem Services
5. Disseminate toolkit across Council	Insite, lunchtime seminar(s), attend team meetings as and when necessary.	Number of Officers accessing toolkit	SCDC Officer	March 11 – March 12	SCDC Officer: New

					Comms, Comms
6. Promote Facebook, Blogging, Youth Bus, Village College involvement, etc to children and young people	Facilitated workshops in relation to formal and informal consultations Visits with Youth Bus as and when necessary for both formal and informal consultations Spread info via social media mechanisms	Number of children and young people accessing information via facebook Number of children and young people participating in blogging Number of children and young people responding to formal and informal consultations	SCDC Officer: funding of £4500	March 11 – March 12	SCDC Officer: New Comms
8. Ensure engagement and involvement of priority groups as identified and targeted by Children's Trust and City & South Cambs Area Partnership	Continued involvement in Children's Trust, Area Partnership and Implementation Group to ensure partnership working continues and opportunities to exploit funding and resources benefits children and young people within the City and South Cambs Area Partnership boundaries. <ul style="list-style-type: none"> Youth Bus to carry over project from Willingham to Meldreth Work at Fen Road, Chesterton to facilitate provision of recreation area (currently no SCDC Officers working at Fen Road Site) Youth Bus to return to Smithy Fen in Cottenham to engage children, young people and adults in wider community issues Pilot Street Football sessions at Smithy Fen with a view to eventually run sessions at Cottenham Village College with Gypsy and Traveller children attending at the VC In partnership with City, County and Village Colleges across SC, establish a Rock & Pop Network across the District for 14 – 19 yr olds – led by national and local djs – targeted work to engage hard to reach 	<ul style="list-style-type: none"> Number of priorities and targeted groups supported (either via partnership funding or informal joint working arrangements) Increases in line with Children's Trust & Area Partnership figures of children and young people in or at risk of being in the 'NEEAT' category Gypsy and Traveller children & young people Decrease in number of anti social behaviour 	SCDC Officer Funding: £4500 Yth Bus Street Football: £2000 Network: £2500 Carnival: £2500 Dsability Programme: £3000	March 11 – March 12	SCDC Officer: New Comms

	<p>groups as well as those in mainstream education</p> <ul style="list-style-type: none"> Working in partnership as above, the Carnival Project aims to bring together children, young people and adults by working together around the Olympic 2012 themes culminating in a joint event at Parklife in July 2011. Changes in funding for disabled children, young people and adults mean that they will be able to 'buy' the services and activities they want for themselves, therefore many funding streams and services have been cut while the new funds are put into place. The project to kick start a programme of activities aimed at helping disabled children and young people to identify and provide the services and activities they want, will become self-funding within a year and will be run in the northern part of the District, based in Milton for the first year and then be taken across to Cambourne and other areas across the District later in the year. 	<p>involving children and young people incidents</p> <ul style="list-style-type: none"> Increase in number of children and young people in mainstream education, employment or training 			
9. Encourage Members to take part in citizenship sessions in local Village Colleges	Use existing networks of Village Colleges to promote and encourage Members to take part citizenship sessions in their local Village Colleges	?% increase in Members undertaking citizen sessions	SCDC Officer	March 11 – March 12	SCDC Officer: New Comms, Dem Services, Comms
10. Encourage and promote the involvement of children and young people at Local Parish	<ul style="list-style-type: none"> Promote, via consultation, email, website, facebook and existing communications chanel (Democratic Services Bulletins, Planning Policy Bulletins, etc) the 	?% increase in Parishes actively engaging children and young people	SCDC Officer	March 11 – March 12	SCDC Officer: New Comms, Comms,

Council level	<p>engagement of children and young people in local parishes. To include making the toolkit available to Parish Councils.</p> <ul style="list-style-type: none"> Facilitated workshops with Parishes (by request) to support involvement and engagement with children and young people. 				Dem Services
11. Monitoring and Evaluation	<p>Investigate most effective place for Monitoring and Evaluation to sit to ensure maximum uptake and commitment across the Council (ie, Safeguarding Children Group?)</p> <p>Identify any problem areas (decrease of involvement, no involvement) and resolve</p>	<p>Continued monitoring and evaluation of the involvement of children and young people to ensure that numbers increase</p> <p>Difference(s) made because of involvement</p> <p>At least 10% of formal consultation responses are from children and young people?</p>	SCDC Officer	March 11 – March 12	SCDC Officer: New Comms