

Priority 1.1 Countywide action plan

Safe Places to play and access to positive activities

Partnership priority leads: Karen Daber, Chief Superintendent, Cambridgeshire Constabulary, and the Chair of the Local Safeguarding Children Board.

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|---|---|---|
| 1. Increase the skills and confidence of parents to play with their young children | Identify resources and create opportunities for the development of provision for parents and children in a variety of settings including schools, Children's Centres and hospitals | Maggi Hunt, Head of Early Years and Child Care, CCC Bob Dawson, Head of Children, Young People and Maternity, Cambs NHS | All Children's Centres will have identified play provision for their children and families by March 2010 | Sure Start General Grant |
| | Investigate ways in which primary, secondary and special school grounds can be enhanced and used outside of the school day to facilitate better play opportunities for communities, focussing initially on the Building Schools for the Future programme | Maggi Hunt, CCC Extended School Coordinators Schools Ground Advisory Service | Percentage of BSF schools providing access to out of hours play opportunities by March 2010 | Building Schools for the Future School Capital Funds Extended Schools Funding |
| 2. Create more adventurous and challenging play for 8-12 year olds | Improve play opportunities in open spaces by: <ul style="list-style-type: none"> • sharing the 10 design principles from Play England with partners responsible for developing play opportunities • promoting the effective use of section 106 funding for new housing areas in order to redevelop and create new play spaces • working with local play partnerships and Networks to implement play policies and strategies | Maggi Hunt, CCC John Craig, Huntingdonshire District Council Karl Wilks, Cambridge City Council Hetty Thornton, Fenland District Council Rep. East Cambs District Council Rep. South Cambs District Council Parish Councils Voluntary Community Sector | 18 new play sites developed by March 2010 All District Councils have had support to develop a play policy and strategy by March 2010 | Play Pathfinder Big Lottery Section 106 Community Grants |

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|--|---|---|--|---|
| 3. Create more informal opportunities for young people aged 13+ to access positive activities in safe, well designed, supervised places | Identify gaps in youth activities as part of Youth Offer audit with a view to revising current programmes and developing new ones | Steve White, County Youth Work Manager, CCC District and City Councils Living Sport | Area specifications and procurement processes completed by March 2011 | Big Lottery £53k PAYP |
| | Increase access to opportunities to participate in sport for 13+ as part of the roll out of the Youth Offer through Sports Unlimited and Bringing Young People into Sport grant schemes | Simon Fairhall, Living Sport District and City Councils Adult and Community Services, CCC | 7410 young people participating by March 2011 | Sport Unlimited £281,900 £20k BYPIS |
| | Increase access to arts and cultural activities as part of the roll out of the Youth Offer through Bringing Young People into Arts and Culture and 'Cambridgeshire Culture' grant schemes and commissioned work | Area Managers, Localities and Partnership, CCC Partners Voluntary and community sector | Targets met for increased activity (set with commissioned Arts and Culture providers) March 2010 | £30k PPA £127kOCYPS |
| | Establish a minimum number of open access youth work sessions for 13+ in each locality according to population size, provided by a range of partners | Steve White, CCC Locality teams, CCC | Formula for each locality completed by September 2009 All localities meeting numbers of required sessions by March 2012 | Existing provision |
| 4. Make clear what positive activities every child and young person is entitled to access so that future services can be planned to meet their needs | Support improved understanding of play development and the influence of the Children's Charter to make explicit the rights of each and every child to play in Cambridgeshire | Maggi Hunt, CCC | Families Information Service publicises entitlement by September 2009 Entitlement is used to inform commissioning of play provision by September 2010 | Existing |
| | Entitlement to 'things to do and places to go' agreed as part of the Youth Offer, with information made available through the development of Cambridgeshire.net and the Youthoria website | Steve White, CCC Youth Offer Project Board | Entitlement is used to inform commissioning of positive activities for young people from September 2009 | £43k PPA |

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|--|---|--|---|---|
| 5. Increase flexible access to leisure facilities, providing opportunities for more children and young people to take part | Undertake a review of leisure facility use in Cambridgeshire with a view to identifying the potential for more use by families and young people during affordable, identified 'downtimes' | Simon Fairhall, Living Sport District and City Councils Voluntary and Community Sector | Review completed August 2009 | Living Sport |
| | Assess how effectively leisure facilities are enabling children and young people with a disability to take part as part of review outlined above | District and City Councils | Recommendations made about what actions facilities need to take to be inclusive, establishing a baseline about current participation by August 2009 Named officer for each leisure facility to act as key contact for children and young people with a disability by August 2009 | Living Sport |
| | Audit how effectively recommendations from above are being taken forward | District and City Councils Speaking Up Living Sport | Target increase achieved from baseline of 2009 by March 2012 | Existing |
| | Seek resources to support increased use of leisure facilities by families and young people | Simon Fairhall, Living Sport | At least one new successful funding application made in 2009/10 Number of young people using the provision increased from 2009/10 baseline Free swimming available for under 16's in East Cambs, Fenland and South Cambridgeshire Numbers participating in free swimming | DCMS Funding applications to be made |
| 6. Develop Youth and Arts facilities in areas where there are gaps | Countywide service needs identified with proposal for how youth and arts facilities will be developed presented to Youth Offer Project Board | Positive Activities Project Co-ordinator, CCC | Recommendations taken to Youth Offer Board by September 2009 | Existing |

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|--|--|--|---|--|
| Continued... Develop Youth and Arts facilities in areas where there are gaps | Develop a Cambridgeshire wide Capital Strategy for Youth Facilities with a view to informing the development of more safe places to be, both in existing and new facilities | Richard Jenkins, Service Development Manager, CCC Town and District Councils Cambridgeshire Horizons Schools and Colleges | Strategy and implementation plan completed with options appraisal for financing the developments Submission to My Place Submission to My Place with one successful bid achieved by September 2010 | Existing BSF Big Lottery MyPlace funding |
| 7. Ensure children and young people with a disability have the same opportunities to participate and that barriers to participation are actively removed | Review all play strategies and Play Pathfinder, ensuring that activities and facilities are accessible to all wherever possible | Maggi Hunt, CCC | Audit against Cambridgeshire's Inclusion Policy and Best Practice Guidelines completed by September 2010 | Pathfinder Existing |
| | All service specifications for the roll out of the Youth Offer to require organisations to demonstrate how they will ensure activities are inclusive, with activities monitored as part of the contract management | Area Managers Localities and Partnership, CCC | Method statement and assessment procedures in place, July 2009, January 2010 and January 2011 | PPA |
| | An audit of extended services provided through schools to be undertaken to assess accessibility | Sian Phillips, Education Officer, CCC | Audit of extended services completed by September 2009 Report with recommendations presented to Extended Services Project Board and CSH/CPH by March 2010 | Existing |
| | CYPS Locality Teams to receive 3 days consultancy from CYPS central services to assess accessibility of services | Area Managers Localities and Partnership, CCC | Locality plans for improvement completed by April 2011 | |

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| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|---|---|--|--|--------------------|
| 8. Build parent and carer confidence to allow children to play outside | Consult with parents engaging with Play Pathfinder to identify fears, in order to inform a strategy for action to tackle barriers to play | Rachel Marshall, Play Strategy Manager, CCC District and City Councils Parish Councils | Strategy in place, including safer routes to school and use of volunteering models by March 2010 | Pathfinder project |
| | Work with Highways, Transport and Planning Departments and within communities to deliver safer routes to play | District Council Play Leads Planning Highways and Transport departments, CCC | | |
| | Identify resources with a view to building volunteering models and training for open space rangers, Playworkers and sports coaches | District Council Play Leads Voluntary and Community Sector | Resources identified by March 2010 | Existing |

| Key performance measures – Year 1 and known Year 2 | Target 09/10 | Target 10/11 |
|--|-------------------------------|----------------|
| NI 110 Young people's participation in positive activities | 83.5% | 87% |
| NI 88 Increase the percentage of schools providing access to extended services for children, young people, parents | September 100% | September 100% |
| NI 57 Every young person between 5 and 16 years to have opportunity to participate in 5 hours of sport every week by 2011 | Target available October 2009 | |
| Number of new opportunities commissioned | Baseline year | |
| Percentage of 13-19 year olds participating in youth work | 13% | 14% |
| NI 199 Children and young peoples rating of parks and play areas they can access in their local neighbourhood is good or very good | 48% | 52% |

The performance measures will be reviewed as the plans progress, some key performance measures will not be assessed until year two or three

Priority 1.2 Countywide action plan

Tackling bullying and discrimination

Partnership priority leads: Karen Daber, Chief Superintendent, Cambridgeshire Constabulary, and the Chair of the Local Safeguarding Children Board.

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|---|--|--|---|------------------|
| 1. Develop a multi-agency partnership approach to bullying | Review the membership and focus of the County Council Anti-Bullying Group, with a view to developing a multi-agency partnership group, which is a sub-group of the Children and Young People's Strategic Partnership. This group will support local development of activity | Existing Countywide Group Anti-Bullying Lead for Children's Services, CCC | Review takes place by December 2009 | Existing |
| | Explore possible funding options for full-time dedicated anti-bullying coordinator to develop and support anti-bullying work countywide | Mary Whitehand, Head of Planning and Performance, CCC | Funding bid made by May 2009 to Immigration Impact fund for hate crime work | Bid for £30k |
| | Develop multi-agency forum discussions in areas or localities to focus on the issue of bullying (could use existing or new groups to do this). These could include schools, locality teams, Children's Centres, local voluntary and community sector organisations, police and children and young people | Area Partnerships | Agreement of how multi-agency work will be discussed locally provided to countywide multi-agency group by February 2010 | Existing |
| 2. Identify those groups and individuals who are at greater risk of bullying and discrimination with a view to developing specific information, guidance and support in how to tackle different types of bullying | Work with children and young people and specialist organisations and agencies to gather information and evidence about the issues for these groups of children and young people and how to tackle different types of bullying Groups of children and young people identified for year 1 include: children and young people with learning difficulties and/or disabilities Lesbian, Gay and Bi-Sexual young people (homophobic bullying) Some Black and Minority Ethnic groups, including Gypsies and Travellers (racist bullying) | Countywide group to coordinate | Information gathered by March 2010 | Existing |

Priority 1.2 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|---|---|--|---|------------------|
| Continued... Identify those groups and individuals who are at greater risk of bullying and discrimination with a view to developing specific information, guidance and support in how to tackle different types of bullying | Examine available data to look for correlation between experience of/anxiety about bullying and other factors relating to individuals and groups | Countywide group Anti-Bullying Coordinator | | Existing |
| | Explore best practice for dealing with identified issues | Countywide group Anti-Bullying Coordinator, in conjunction with Area Partnerships | Guidance developed and disseminated to schools and settings by April 2010 | |
| 3. Make sure that anti-bullying work takes place in the community, not just schools | Multi-agency forums (in whatever format agreed) work to: <ul style="list-style-type: none"> gain an understanding of local issues by reviewing local HRBS data around bullying and sharing qualitative information listen to the voice of children and young people on bullying locally and involve them in developments identify relevant community settings where bullying is an issue develop a community anti-bullying policy, which is aligned with the local school's anti-bullying policy share information, expertise, policies, resources and best practice related to bullying establish what support is available from local organisations and agencies to support children, young people and professionals with bullying issues | Area Partnerships | Area Partnership plans detailing how this will be developed in place by December 2009 | Existing |

Priority 1.2 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|---|--|---|--|------------------|
| 4. Improve children and young people's perception, understanding and valuing of anti-bullying provision. | Ensure that all schools and settings are clear about what they should be providing around bullying | Countywide Anti-Bullying group | Guidance issued to schools and settings by December 2009 | Existing |
| | Support governors to be aware of the role schools should play in reducing bullying | Barry Smethurst, Governor Adrienne Dunne, St Neots Locality Team, Governor Support Services, CCC | Governors Advisory Group and Governor Support Services to have discussed bullying and identified and begun governor training around the subject by December 2009 | |
| | Continue to raise the profile and understanding of bullying amongst children, young people, their parents and carers and professionals | Countywide Anti-Bullying group and Area Partnerships | | |
| | Ensure that policies and procedures are visible and understood by children, young people and professionals | Area Partnerships | | |
| | Provide frontline professionals with information and training focused on dealing with different types of bullying | Children's Workforce Strategy | Training and development activity identified by September 2009 Training Plan in place by March 2010 | |
| | Monitor and review the effectiveness of anti-bullying policies and practice. This must involve children, young people and their parents and carers | Area Partnerships | | |
| 5. Develop the skills, awareness and understanding of parents and carers in pre-school settings to prevent bullying and deal with it when it occurs | Work with the Parent Support Strategy Commissioning Plan to ensure the requisite skills, awareness and understanding are identified and included within the plan | Parenting Commissioner, CCC | Commissioning Plan includes bullying support, completed March 2010 | Existing |
| 6. Develop young people led anti bullying projects | Explore possible child and young people led anti-bullying projects - review of the learning and results of 'Kids As Commissioners' anti-bullying project to inform this work | Helen Andrews, Children's Fund Manager, CCC | 'Kids As Commissioners' project review complete by March 2010 | Children's Fund |

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| Key performance measures – Year 1 and Year 2 | Target 09/10 | Target 10/11 |
|---|--------------|--------------|
| NI 69 Children who have experienced bullying (LAA Target) | 47% | |
| NI 1 Percentage of people who believe people from different backgrounds get on well together (see LAA Target Action Plan) | | 81% |

The performance measures will be reviewed as the plans progress, some key performance measures will not be assessed until year two or three

Priority 1.3 Countywide action plan

Reducing accidents and intentional injuries to children and young people

Partnership priority leads: Karen Daber, Chief Superintendent, Cambridgeshire Constabulary, and the Chair of the Local Safeguarding Children Board.

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|---|---|------------------|
| 1. Reduce falls in the home amongst children under 5 | Undertake social marketing around accident prevention: Review data on falls in the home for the 20% most deprived wards and map data to postcodes Explore and establish key safety messages. This will involve working with key professionals, such as Children's Centres Managers to improve advice and support to parents based on best practice Use MOSAIC to determine how best to communicate these messages | NI 70 Task Group | Review data and wards identified by July 2009 Key safety messages and guidance produced by October 2009 Marketing/communications plan in place by December 2009 | Existing |
| 2. Reduce the number of 0-16 year olds injured or killed in road traffic accidents | Collate information from the road safety partnership Stats 19 | NI 70 Task Group | Review complete by September 2009 | Existing |
| 3. Reduce self-harm amongst young people aged 15-17 | Collect evidence of self-harm to identify the nature of self-harm and any gender differences Explore and review what information, support and services are available for young people who self-harm, with a view to establishing any areas for development | NI 70 Task Group | Review complete and areas for development identified by April 2010 | Existing |
| 4. Ensure that there are appropriate services and support in place for children, young people and families affected by domestic violence | Implement the Children and Young People's Domestic Violence Action Plan Implement the Domestic Abuse Unit | Domestic Violence Co-ordinator in conjunction with LSCB | Domestic violence activity is measured by NI 32 Repeat incidents of domestic violence | Existing |

Priority 1.3 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|---|---|------------------|
| 5. Reduce the number of children who experience neglect | Implement the Neglect Strategy across Cambridgeshire | Carol Wells, LSCB | Dissemination of the Neglect Handbook by June 2009 Work with University of East Anglia to research into whether the Neglect Strategy is embedded with practitioners by April 2010 | Existing |
| 6. Ensure that safeguarding is everyone's business | Implement the benchmarking toolkit to enable agencies and organisations to assess and monitor the effectiveness of their safeguarding arrangements in relation to section 11 of the Children's Act (2004) Implement the LSCB strategic plan | Helen Chrystal/Peter Wilson, LSBC Quality and Effectiveness Group (QEG) | All relevant agencies to complete self-assessment by 3rd July 2009. Improvement plans will be monitored by LSCB Quarterly progress reports to CYPSP | Existing |
| 7. Develop the Stay Safe card for young people with disabilities | Research the approach taken in Hertfordshire and Nottinghamshire to introduce this card Work with young people to identify the approach they feel should be taken for Cambs Identify funding for design and printing | Simon Crow, Cambs. Constabulary, Richard Holland, Development and Commissioning LDD Manager, CCC Mark Peck, Planning and Performance Manager, CCC | Research and discussions held with young people by October 2009 The process and funding needed to introduce a card planned and presented to CYPSP by December 2009 Cards in place by March 2010 | Existing |

| Key performance measures – Year 1 and Year 2 | Target 09/10 | Target 10/11 |
|---|-----------------|-----------------|
| NI 70 Hospital admissions caused by unintentional and deliberate injuries to children and young people (LAA Target) | 87.5 per 10,000 | 84.5 per 10,000 |
| NI 32 Repeat incidents of domestic violence (LAA Target) | 28% | 28% |
| NI 48 Reduce the number of children killed or seriously injured in road traffic accidents | 26 | |
| NI 59 Initial assessments for children's social care carried out within 7 working days of referral | 72% | 74% |
| NI 67 Child protection cases reviewed within timescales | 100% | 100% |
| NI 65 Percentage of children becoming the subject of a child protection plan for a second or subsequent time | 12.5% | 12.5% |

The performance measures will be reviewed as the plans progress, some key performance measures will not be assessed until year two or three

Priority 1.4 Countywide action plan

Reducing the number of children and young people involved in anti-social behaviour and criminal activity

Partnership priority leads: Karen Daber, Chief Superintendent, Cambridgeshire Constabulary, and the Chair of the Local Safeguarding Children Board.

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|---|--|--|----------------------|
| 1. Improve community perceptions of anti-social behaviour (links to areas of focus 1.1 Safe places to play and positive activities and 1.5 positive images of young people) | Develop the engagement between schools and the Police and local agencies through the development of Safer Schools Partnerships. (A Safer School Partnership is a collaborative approach between a school, police and other local agencies to reduce anti-social behaviour, victimisation and crime) <ul style="list-style-type: none"> The Constabulary to contact every secondary school in Cambridgeshire to highlight Safer Schools Partnerships and to gauge the level of demand / need with individual schools The Constabulary to liaise with the Primary Heads group in order to promote engagement between Neighbourhood Policing Teams and Primary Schools | Karen Daber, Chief Superintendent, Head of Safer Communities, Cambs Constabulary | As a minimum, every school has a named police contact by April 2010 | Existing |
| | Expand the Guardian Awareness Programme <ul style="list-style-type: none"> Develop a protocol whereby the third GAP letter (or sooner, if appropriate) triggers a home visit to the family of the child / young person by the Constabulary. The purpose of the visit is to highlight the vulnerability of the child / young person and to consider additional support through consensual referral to the appropriate agencies Establish information sharing agreements with the locality teams to enable more joined up working and support for young people engaging in anti-social behaviour | Karen Daber, Cambs Constabulary | Protocol is in place by October 2009 Information sharing agreements are in place by October 2009 | |
| | Develop parenting early intervention programmes (PEIPs) in Cambridgeshire | Sharon Byrne, PSA Coordinator, CCC Parent Support Strategy Group | Parent Support Board to agree approach to PEIPs by September 2009 Progress and impact will be monitored by Parent Support Board | Think Families Grant |

Priority 1.4 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|---|--|----------------------|
| 2. Tackle alcohol related behaviour and underage drinking | Roll-out the Community Alcohol Partnership approach which is currently in place in St Neots and Cambridge | David Broughton, Head of Education, Trading Standards, CCC | One further CAP launched and established by April 2010 | Existing |
| | Reduce the availability and illegal sale of alcohol to young people by carrying out targeted test-purchasing on premises | | Reduce the number of problem premises selling alcohol to young people under the age of 18 to 25% The number of sales of alcohol to minors at randomly sampled premises is below 15% | |
| 3. Further reduce the number of first time entrants to the criminal justice system | Review the current support and provision available in each area of the county for those at-risk of offending in order to ensure provision is effective and proportionate to need | Anna Jack, YOS County Manager, CCC | Review completed and prevention plan in place by April 2010 | Existing |
| | Develop Family Intervention projects, as set out in the Youth Crime Action Plan | Tom Jefford, Head of Youth Support Services, CCC Parent Support Strategy Group | FIPs established in two geographical areas by November 2009 Progress and impact will be monitored by the Parent Support Project Board | Think Families Grant |
| | Develop a Restorative Justice Looked After Children Role to work in residential units across the county and target interventions to prevent offences committed in residential units | Anna Jack, CCC | Role recruited to by May 2009 Reduction in the percentage of LAC given a final warning, reprimand or charge | Existing |
| | Implement volunteer mentoring schemes to support preventative provision <ul style="list-style-type: none"> • Recruit and train first cohort of volunteers • Develop mentoring referral process and form • Promote the scheme and attract additional volunteers by setting up drop in evenings for prospective volunteers in locations around the county | Volunteers recruited and trained by May 2009 Referral form and process developed by July 2009 Drop in evening established around the county by December 2009. Effectiveness will be measured by the recruitment of volunteers | | |

Priority 1.4 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|---|---|--|--------------------|
| Continued... Further reduce the number of first time entrants to the criminal justice system | Implement the Youth Restorative Justice Disposal | Karen Daber, Cambs Constabulary | YRJD implemented by November 2009 | Existing resources |
| | Develop joint working agreements between the Youth Offending Service and 14 Locality Teams to ensure seamless provision for those at risk of offending within the county | Anna Jack, CCC Locality Managers, CCC | Joint working agreements implemented August 2009 | |
| 4. Reduce the number of young people who re-offend | Increase the number of young offenders engaged in Education Employment and Training: Implement the ETE Steering Group work plan | Tom Jefford, CCC Education, Training and Employment Steering group | NI 145 Increase the number of young offenders in ETE | Existing resources |
| | Implement the Youth Rehabilitation Order as required by the Criminal Justice and Immigration Act | Tom Jefford, CCC | By end of November 2009 | |
| | Implement Custody Panels to enable effective resettlement and prevent further offending | Anna Jack, CCC | Custody Panels in place April 09, work of panels will be ongoing. Measured by NI 19 | |
| | Increase the number of young offenders with emotional and mental health needs engaged in the required assessments and interventions <ul style="list-style-type: none"> Increase capacity by funding a full-time psychologist Additional investment in tier two intervention – YOS to link with tier 2 intervention review | | 95% of young people in contact with YOS are screened Tier 2 review complete and actions/resources re tier 2 intervention identified by April 2010 | |

Priority 1.4 Countywide action plan

| Key performance measures – Year 1 and Year 2 | Target 09/10 | Target 10/11 |
|---|-------------------------------|------------------|
| NI 17 Perceptions of anti-social behaviour | | 9.8% |
| NI 111 Reduce the number of first time entrants to the criminal justice system | 5% less than 2007/08 baseline | -5% |
| NI 19 Reduce the rate of proven re-offending by young offenders from the 2005 baseline of 0.89 offences per 100 offenders | Reduction in rate | |
| NI 43 Reduce the level of custodial sentencing for young people within the youth justice system to less than 5% | Less than 5% | |
| NI 45 Increase the percentage of young offenders in suitable education, training and employment - (Govt target 90%) | Increase on 56% | Increase further |

The performance measures will be reviewed as the plans progress, some key performance measures will not be assessed until year two or three

Priority 1.5 Countywide action plan

Promoting positive images of young people

Partnership priority leads: Karen Daber, Chief Superintendent, Cambridgeshire Constabulary, and the Chair of the Local Safeguarding Children Board.

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|--|---|--|
| 1. Promote and enhance positive relationships between young people and the media | Establish a cross partnership project group to explore the development of a Young People's Press Office | Connexions Marketing Team, CCC | Group established by August 2009 Sourced funding by January 2010 Press office established by April 2010 | Existing |
| | Pilot Young Activator Media Project in SCC Area, to inform development of Young People's Press Office | Romsey Mill | 6 month evaluation report by October 2009 Full qualitative project report and toolkit by April 2010 | £5000 Commissioning from SCC CYPS Area Team |
| | Investigate how we can link with schools and colleges to enhance the link between media courses and promoting positive images of young people | Connexions Marketing Team, CCC | Report and recommendations by November 2009 | Existing |
| | Map, increase and promote media based work experience opportunities | Margaret Richards, Work Related Learning Services Manager, CCC | Increase in young people placed in media based work experience by July 2010 | |
| 2. Enable children and young people and adults to work together on issues that impact on their lives | Ensure engagement with 11 Million Take Over Day across Partnership at all levels | Participation Team, CCC | 10 senior managers shadowed in each geographic area November 2009 | Existing |
| | Investigate how we can make the best use of community engagement opportunities, such as Neighbourhood Panels, to help young people become more involved in their communities | Area Managers, Locality and Partnership Managers, CCC | Establish tool kit of good practice by December 2009 Evidence of increased community engagement of children and young people by March 2010 | |
| | Develop processes that ensure children and young people are positively involved in community planning and allow them to make a meaningful contribution. Specifically: <ul style="list-style-type: none"> New Growth Areas Parish Plans | Cambridgeshire Horizons Cambridgeshire ACRE | Establishment of effective processes/toolkit to engage children and young people in planning for new growth areas Children and young people's involvement in development of all new Parish plans, by March | To be investigated |

Priority 1.5 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|--|---|------------------|
| 3. Improve adults' negative perspective/attitudes to young people | Build relationships between communications teams across the Partnership to ensure positive images of children and young people are ever present | Paul Ainsworth, Communications and Customer Relations Manager, CCC | Development of Partnership communications protocol for promoting positive images for children and young people by December 2009 | Existing |
| | Develop protocol to ensure all organisations within CYPSP: <ul style="list-style-type: none"> use positive language for projects working with young people and within plans. recognise, acknowledge and promote young people's contributions and feed back to/thank young people who have been involved in consultations | Mary Whitehand, Head of Planning and Performance, CCC | Protocol developed by December 2009 Monitoring of feedback to children and young people following consultation and engagement in decision-making – ongoing | |
| 4. Increase knowledge about the positive things that children and young people are doing | Promote and coordinate the use of award schemes and events to celebrate the good work achieved by and for young people | Steve White, County Youth Work Manager, CCC | Coordinated programme of award schemes by September 2009 | Existing |
| | Develop a media linked countywide children and young people's award scheme, based on the principles of: <ul style="list-style-type: none"> Kids are alright campaign (Fenland) Young People of the Year Awards | | Increase in projects/young people entering award schemes By March 2010 | |
| | Implementation of 'Spreading the good news' and 'Communications in CYPS' guidelines for promoting and sharing positive stories | Paul Ainsworth, CCC | Protocols/guidance updated and distributed by October 2009 | |
| | Work with Children's Workforce Strategy to ensure delivery of Media Training for key staff across the Partnership | Keith Grimwade, Head of Professional Development Services, CCC | Establishment of training package by November 2009 Take up of training and Increase in Press Coverage by March 2010 | |
| | Develop CYPSP data protection policy around taking and using images of children and young people to enable the development of a library of images of children and young people | Paul Ainsworth, CCC | Establishment of Policy by October 2009 Establishment of Library and use of positive images by March 2010 | |

Priority 1.5 Countywide action plan

| Objective | Key actions | Key people | Progress measured by | Resource/funding |
|--|--|---|---|------------------------------------|
| Continued... Increase knowledge about the positive things that children and young people are doing | Promote the use of arts based projects as an effective process for presenting positive images of children and young people, e.g. murals, giant images, theatre | Area Managers, Locality and Partnership Managers, CCC | Monitoring of successful arts and culture tenders from September 2009 Increase in use of positive images by March 2010 | Youth Offer Positive Activities |
| 5. Improve children and young people's positive image of themselves and each other | Develop and run a Youthoria photography competition and use winning entries to produce a calendar promoting positive images of young people (that could include key dates such as celebration events, awards and youth assembly) | Steve White, CCC | Production of calendar by December 2010 | Existing |
| | Develop use of radio by young people <ul style="list-style-type: none"> • Web Radio • Links with Local Radio Stations | | Establishment of Web Radio by April 2009 Establishment of children and young people's Radio Forum by October 2009 Increase in airtime by March 2010 | |
| | Investigate the potential of web-based tools, such as social networking sites and video sharing | | Establish protocol by November 2009 Development of social networking pages by March 2010 | |
| | Identify existing examples of newsletters/magazines created by young people and assess and promote effective processes as a means for promoting positive images of young people to young people | Connexions Marketing Team, CCC | Mapping of newsletters/magazines by December 2009 Establishment of newsletters/magazines toolkit/workshops for children and young people by March 2010 | |