

Foreword

Waverley has an above average number of children and young people among its citizenry who represent our future. It is important that these young people have the opportunity to thrive and develop into happy members of our community, able to feel valued and contribute to society as a whole.

Listening to what young people want and need to achieve their personal growth is the key to providing services and opportunities in conjunction with the Council's various partners. We will develop further our existing good working relationships with our partner service providers, both in the public and voluntary sectors, to ensure the very best provision of the right services for all our young people at the right time and in the right place, where they can be and feel safe, and deliver best value for money.

This first Youth Strategy sets out how we aim to achieve the provision of good services for our young people; it is a 'living document' which will change as the needs of young people change and are identified along the way. Engaging young people in decision making and local democracy will empower them to have their say about what matters to them now and will help shape their futures as happy and successful members of our community.

Every young person matters in Waverley and we are totally committed to the aims and objectives of the following strategy.

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What is a Youth Strategy?

Young people are an important part of our local communities, they represent our future and their personal and social development is important for all of us. Whilst the borough of Waverley provides a range of diverse services and activities for young people, recent research¹ shows that providing information on services for young people, engaging with them in local democracy and decision making and giving them places to go and things to do, are among the top priorities for our young people themselves.

Waverley Borough Council's Youth Strategy provides a framework, which will guide the Council's delivery of services to young people from 10 – 18 years, (up to 25 with a special need) for the next five years. This strategy seeks to outline key issues and priorities for action, but it is not intended to duplicate or replace the work that organisations and community groups are already doing with and for young people

This strategy has been prepared with input, from our partner agencies and young people throughout the borough who have taken part in a range of consultation exercises². Waverley's Top Youth Council has also been involved in identifying issues, and has helped shape the strategy. Waverley Borough Council can offer a strategic role, drawing on the strength of partners to ensure that an integrated approach addressing the needs of young people living and going to school in Waverley and maximize available resources.

Why does Waverley need a Youth Strategy?

Waverley

Waverley Borough Council is situated in South-West Surrey. It is a rural district and the largest by geographic area in Surrey. Shaped by the Downs to the north and the Greensand Hills and Weald Clay to the south and it is an area of contrast and variety and of outstanding natural beauty.

¹ Youth Matters 2005 and Aiming High For Young People 2007

² Refer to page 7

Waverley has a population of 115,665 covering 133 square miles. 76% of land use is agriculture and woodland and 61% of the Borough is designated green belt. The area has three tiers of local government throughout with four main settlements - Farnham, Godalming, Haslemere and Cranleigh. The rest of the area has 17 rural parish councils comprising 20 villages

Youth Population

Waverley Borough has a population of almost 12,000 young people aged 11-18, representing 10.4% of the total borough population.

The percentage of population in the 0-24 age group in Waverley is lower than the national average, but above average in the 35-89 age group. Generally there are less people in the 0-24 age group with only 18% aged 0-14 and 11.1% aged 15-24.

The 2001 census identified that there were a total of 33,637 - 0-24 year olds living in Waverley. It is suggested that the population of Waverley is changing and projections indicate that by 2016 the number of children aged 0-19 in the Borough will fall by 0.9% and the number of older residents will increase.

The Council therefore has to balance the needs of young people against the needs of its other residents who may require different services but which are all competing for the same resources

This youth strategy acknowledges and addresses the key issues and priorities for young people in the borough, as identified by young people themselves. The strategy highlights the common concerns of the majority of young people, and aims to help inform and influence the work of statutory agencies and voluntary and community sectors that provide services and facilities for young people.

Aims of the Strategy

- ❖ To help ensure equality of opportunity for young people in the borough through access to facilities, resources, advice and information.
- ❖ To enable young people to have a voice and give them more opportunity to influence decision making in the borough.
- ❖ To ensure that young people are able to make a greater contribution to the development of their communities.
- ❖ To make the best use of resources in delivering services for young people by working more effectively with partners in the private, public and voluntary and community sectors.

Where does this strategy fit in?

This strategy identifies and focuses on what young people in the borough have told us about the important issues affecting their lives. It will complement and link with Surrey Children and Young People's Plan, Surrey Youth Development Service's borough plan and Surrey NHS – Achieving Health Improvement In Surrey, helping us to work more effectively with our partners on issues such as health, crime, education, careers, social care and vulnerable young people. This document will aim to inform and influence future plans and strategies that are relevant to and affect young people in the borough.

A number of statutory and voluntary organisations, often working in partnership, provide services for young people in the borough. The key partnerships and strategies currently directing, influencing and shaping youth services in the borough are:

National Context

Every Child Matters 2005

The government document Every Child Matters: Change for Children (December 2004) sets out the national framework for local change programmes to build services around the needs of children and young people so that opportunity is maximised and risk is minimised. It indicates the national and local priorities for children's services and sets out an outcomes framework, which includes five outcomes for children and young people, which are:

1. **Being Healthy** – Enjoy good physical and mental health and living a healthy lifestyle
2. **Staying Safe** – Being protected from harm and neglect
3. **Enjoying and Achieving** – Getting the most out of life and developing the skills for adulthood
4. **Making a Positive Contribution** – Being involved with the community and society and not engaging in anti-social or offending behaviour
5. **Economic well-being** – Not being prevented by economic disadvantage from achieving their full potential in life.

Aiming High for Young People

A ten year strategy for positive activities, published in July 2007, sets out the Government's plans to help all young people, particularly those from disadvantaged backgrounds, to take part in enjoyable and purposeful activities in their free time.

Developed in response to new evidence that participation can help the development of social and emotional skills, and to address a clear demand from young people for greater access to activities, the strategy makes 55 commitments focusing on increasing young people's participation in positive leisure-time activities.

Designed to develop new skills and raise aspirations, the strategy will ensure that young people:

- ❖ Are empowered to have a say in the creation of services and in local funding decisions
- ❖ Can easily find out about local things to do and places to go, and are motivated to use the new and improved activities and facilities on offer
- ❖ Have access to services of an excellent quality, delivered by a diverse and professional workforce who are valued and supported to develop the skills to make a difference for young people.

Delivery of this strategy, as well as the wider programme of reforms to services and support for young people, will require the ongoing commitment of Local Authorities and of the full range of local partners, including the third and private sectors, parents and young people. At national level, the Department of Culture Schools and Families, providing a strong and more strategic leadership across Government to improve youth outcomes, will lead its implementation.

Regional Context

The Surrey Alliance for Children, Young People and Families

The Surrey Alliance for Children, Young People and Families, brings together services for children and young people in Surrey and has shared leadership and collective responsibility for improving outcomes for children, young people, and families. It is the Children & Young People (CYP) Thematic Partnership of the Surrey Strategic Partnership (SSP). It replaces the Children and Young People's Commissioning Partnership and meets the requirements of the Children Act 2004.

Purpose of the Alliance

Agencies with the Alliance (Waverley Borough Council being one) will come together, aligning priorities and resources to realise the following benefits:

1. Better outcomes for children, young people and families
2. Consistency in access and provision across the County
3. Maximum value for money

The Alliance will achieve this through specific outcomes to address the key priorities and themes, see below:

Priority 1: Reduce health inequalities and make healthy choices easier

Priority 2: Improve family safety, child protection and preventative services

Priority 3: Improve education, training and employment outcomes especially for the lowest achievers

Priority 4: Develop things to do and places to go targeting the vulnerable and disadvantaged

Priority 5: Improving behaviour at home, at school and on the streets

Theme A: Right services, at the right time, in the right place

Theme B: Achieving better outcomes by working together

Surrey NHS – Achieving Health Improvement In Surrey Strategy

This Strategy focuses on improving health and reducing health inequalities. The Strategy has highlighted young people as a priority with one of the targets focussing on enabling the most deprived children and young people to grow up in safe surroundings with access to physical activity and affordable healthy food.

Local Context

Waverley Borough Council's Corporate plan

Our top five priorities in the Corporate Plan are:

1. Environment - Protecting and enhancing Waverley's unique mix of rural and urban communities
2. Improving lives - Improving the quality of life for all, particularly the more vulnerable within our society
3. Subsidised affordable housing - Working for more affordable housing to be built, and managing Council housing well
4. Leisure - Improving and supporting opportunities for all to take part in sport, recreation and culture
5. Value for money - Ensuring all our activities are customer focused and provide good value for money

Consultation

Waverley Borough Council's Youth Service has put the strategy together, with input from young people, partner agencies and organisations working in the local area and other departments in the council who provide services to young people. It draws on feedback from consultation with young people across the borough through interviews, events and focus groups, partner and stakeholder meetings and Waverley's Youth Council.

1. Waverley's Top Youth Council - the council's youth forum that provides young people aged 12 to 18 years who live or go to school in Waverley with the opportunity to engage with local democracy.
2. Partner and stakeholder consultation event held in January 2009
3. Focus groups with young people in Waverley secondary schools
4. Focus groups with young people in local youth groups
5. Voice Box Consultation at Waverley Youth Day 2008 and 2009
6. Councillor Question Time Events 2008 and 2009

What Waverley Young People say!

The consultation with Waverley's young people highlighted a range of issues, however, there were a few key areas that were highlighted repeatedly through the process.

Communication

How we communicate

Not enough information

Easy / accessible information

Lack of coordination between organisations

Transport

Cost of transport

Frequency, particularly at evenings and weekends

Cleanliness

Timetables not always clear and potential issues for young people with learning disabilities

Safety

More cycle paths

Unlit paths and streets – particularly when accessing public transport

Things to do and Places to go

Cost of activities

Access to the gym's at Waverley's Leisure Centres

Increase and improve Waverley's open access and fixed facilities, such as, skate parks and multi youth games areas

Increase activities and provision in local areas

Decision Making

Increased promotion and awareness of Top Youth Council

Increased involvement in decision making within their local community

Increase involvement with Surrey Youth Parliament to influence Surrey County Council when making decisions for young people's services

Increase opportunity to highlight issues affecting young people with local members of parliament

Action Plan Year 1 – 2009/2010

Ref:	Outcome	Key Partners	Links to other Policies/ Strategies	Milestones	Timescale	Waverley Corporate Priorities, Surrey's Children and Young People's Plan
Theme 1. Safeguarding children and young people in Waverley						
1.1	Review youth strategy and update action plan to ensure future outcomes reflect emerging priorities of The Surrey Children and Young** Peoples Plan	<ul style="list-style-type: none"> Surrey Youth Development Service Schools/Colleges Voluntary and Faith Youth Groups Primary Care Trust. 	<ul style="list-style-type: none"> Surrey Children and Young Peoples Plan Aiming High for Young People Every Child Matters Local Area Agreement 	<ul style="list-style-type: none"> Review and up date action plan annually to reflect new priorities emerging from Surrey Children and Young Peoples Plan. Link to service planning process - Identify actions that meet Waverley's corporate priorities and include them in Waverley's Youth Strategy Action Plan. Identify projects and partners to help deliver 	Annually – End March 2010/11/12/13/14 Annually – from October 2009/10/11/12/13 Annually	Waverley Corporate priorities. L I V Surrey's Children and Young People's Plan Priority 1 Priority 2 Priority 4 Priority 5 Theme B

SMART – Specific – Measurable – Achievable – Realistic – Time Based

WBC Corporate Priorities – Affordable Housing – Leisure – Improving Lives – Value For Money – Environment

Surrey's Children and Young People's Plan 2009/10 – Priorities and Themes - Priority 1: Reduce health inequalities and make healthy choices easier - Priority 2: Improve family safety, child protection and preventative services - Priority 3: Improve education, training and employment outcomes especially for the lowest achievers - Priority 4: Develop things to do and places to go targeting the vulnerable and disadvantaged - Priority 5: Improving behaviour at home, at school and on the streets - Theme A: Right services, at the right time, in the right place

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1.2	Respond to actions placed on the Joint Action Group (JAG) decision log for Community Safety and update Youth Action Plan to reflect these issues	<ul style="list-style-type: none"> Surrey Police Surrey Youth Development Service Schools/Colleges Voluntary and Faith Youth Groups Community and resident associations 	<ul style="list-style-type: none"> The Safer Waverley Partnership Strategy and Plan Surrey Children and Young Peoples Plan 	<p>emerging actions.</p> <ul style="list-style-type: none"> Identify partners to work with and set up steering / working groups to tackle emerging issues. Create project plans to deliver project area of work, identifying roles and responsibilities for all partners. Identify and source funding to deliver project. Deliver project Evaluate and report back to JAG. 	<p>Initial meeting to be set up between 6 weekly JAG meetings</p> <p>All further milestones to link to 6 week JAG meetings to report back on progress</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>Surrey's Children and Young People's Plan</p> <p>Priority 1</p> <p>Priority 2</p> <p>Priority 4</p> <p>Priority 5</p> <p>Theme B</p>
Theme 2. Things to do and places to go for young people, targeting the vulnerable and disadvantaged						
2.1	Ensure 100% Youth Opportunity and Youth Capital Grant dispersal for 2009/10 and 2010/11*	<ul style="list-style-type: none"> Surrey Youth Development Service Schools/Colleges Voluntary and Faith Youth Groups 	<ul style="list-style-type: none"> Surrey Children and Young Peoples Plan Aiming High for Young People 	<ul style="list-style-type: none"> Advertise the grant funding through the Waverley Website and Making Waves. Facilitate Waverley's Top Youth Council to 	<p>Ongoing to March 2011</p> <p>Bi monthly</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's</p>

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			<ul style="list-style-type: none"> • Every Child Matters 	<p>assess all grant applications.</p> <ul style="list-style-type: none"> • Ensure Waverley's Grant Allocation is disseminated within allotted time frame. • Facilitate Waverley's Top Youth Council to monitor the grants allocated. 	<p>2009/10 and 2010/11</p> <p>2009/10 and 2010/11</p>	<p>Children and Young People's Plan. Priority 1 Priority 4 Priority 5 Theme B</p>
2.2	Pilot a leisure/arts project for young parents in Waverley.	<ul style="list-style-type: none"> • Young parents Groups • Primary Care Trust • Surrey Youth Development Service 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan 	<ul style="list-style-type: none"> • Identify and make contact with key organisations that work with young parents. • Consult with the groups and organisation to scope project plan. • Finalise details and project plan. • Deliver project. • Evaluate Project to 	<p>End of November 2009</p> <p>End of January 2010</p> <p>End of January 2010</p> <p>Start March 2010</p> <p>6 months from project</p>	<p>Waverley Corporate priorities. L I V Surrey's Children and Young People's Plan. Priority 1 Priority 2 Priority 4 Theme B</p>

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				determine 'take up', value and plans for the future.	start date	
2.3	Support the refurbishment of Cranleigh Bmx and Skate Park	<ul style="list-style-type: none"> • Young People living in Cranleigh • Waverley's Parks Department 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Consult with steering group over final designs and make amendments. • Identify further sources of funding and support the young people to submit applications. • Official launch of new facility. 	<p>Early December 2009</p> <p>Mid December 2009</p> <p>By end June 2010</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 1</p> <p>Priority 4</p> <p>Theme B</p>
2.4	Support the refurbishment of Heron's (Haslemere) Bmx and Skate Park	<ul style="list-style-type: none"> • Young People living in Haslemere • Waverley's Parks Department 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Identify young people in Haslemere to consult with and create a project steering group. • Consult with group over ideas and designs. • Consult with steering group over final designs and make amendments. • Identify further sources 	<p>Early January 2010</p> <p>Late January 2010</p> <p>Early August 2010</p> <p>Mid August</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 1</p> <p>Priority 4</p> <p>Theme B</p>

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Theme B: Achieving better outcomes by working together

				of funding and support the young people to submit applications.	2010	
				<ul style="list-style-type: none"> • Official launch of new facility. 	By end March 2011	
2.5	Increase the take up of the 'Complimentary Access to Leisure Scheme' to Looked After Young People.	<ul style="list-style-type: none"> • D C Leisure • Waverley's Communications Team • Surrey County Council • Primary Care Trust 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Re-promote the scheme through Waverley's Making Waves, press releases, and website. • Re-promote scheme to all agencies working with children and young people who could access the scheme. • Increased take up by 20% in year 1. • Evaluate success of re-promotion of scheme 	<p>By end March 2010</p> <p>By end March 2010</p> <p>End December 2010</p> <p>End December 2010</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 1</p> <p>Priority 2</p> <p>Priority 4</p> <p>Priority 5</p> <p>Theme A</p> <p>Theme B</p>
2.6	Work with the council's Parks Department to deliver Waverley's allocation of the Playbuilder Funding.*	<ul style="list-style-type: none"> • Surrey County Council • Play England • The DCSF 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Every Child 	<ul style="list-style-type: none"> • Identify specific projects for the funding to be allocated to. • Project 1 is delivered in year 1 – Roman Way, Farnham 	<p>Done</p> <p>End March 2010</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p>

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Theme B: Achieving better outcomes by working together

			<p>Matters</p> <ul style="list-style-type: none"> • Design for Play 	<ul style="list-style-type: none"> • Project 2 is delivered in year 2 – Canon Bowings, Farncombe 	End March 2011	<p>Surrey's Children and Young People's Plan. Priority 1 Priority 4 Theme B</p>
2.7	<p>Work with The Chantry's Resident Association to set up a community youth club at the Community Centre for young people aged 11 to 18 years.</p>	<ul style="list-style-type: none"> • The Chantry's Resident Association • Young people living at The Chantry's • Surrey Youth Focus • Surrey County Council 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Set up meeting with The Chantry's Resident Association and Surrey Youth Focus to create project/business plan. • Set up a Management Board and infrastructure to manage the new youth club. • Identify sources of funding and submit applications. • Source staff and volunteers to operate the youth club • Open youth club 	<p>End January 2010</p> <p>End February 2010</p> <p>Start March 2010</p> <p>From July 2010</p> <p>September 2010</p>	<p>Waverley Corporate priorities. L I V Surrey's Children and Young People's Plan. Priority 1 Priority 2 Priority 4 Theme B</p>

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Theme B: Achieving better outcomes by working together

				<ul style="list-style-type: none"> • Continue to support the Management Team to operate, evaluate success and develop the youth club 	Review December 2011	
	Waverley Skate and BMX Project 2010*	<ul style="list-style-type: none"> • Community and Voluntary Youth Groups • Surrey County Council 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Set up meeting to create a project/business plan and identify partners to form a working group for project. • Identify specific actions for each partner to undertake. • Identify sources of funding and submit applications. • Deliver project during school summer holiday. • Evaluate Project 	<p>End January 2010</p> <p>Mid February 2010</p> <p>End of February 2010</p> <p>July / Aug 2010</p> <p>October 2010</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 1</p> <p>Priority 2</p> <p>Priority 4</p> <p>Theme B</p>
	Work in partnership with local statutory and	<ul style="list-style-type: none"> • Farncombe Youth 	<ul style="list-style-type: none"> • Surrey Children and 	<ul style="list-style-type: none"> • Set up meeting with Farncombe and Surrey 	End January	Waverley Corporate

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	voluntary agencies to set up a youth drop cafe in Farncombe, Binscombe and Northbourne	Management Team <ul style="list-style-type: none"> • Trinity Trust Team • Surrey County Council 	Young Peoples Plan <ul style="list-style-type: none"> • Aiming High for Young People • Every Child Matters 	Youth Focus to create project/business plan. <ul style="list-style-type: none"> • Set up a Management Board and infrastructure to manage the new youth cafe. • Identify and secure a venue for youth cafe • Identify sources of funding and submit applications. • Source staff and volunteers to operate the youth club • Open youth club • Continue to support the Management Team to operate, evaluate and develop the youth club 	2010 End of February 2010 By end March 2010 End April 2010 From July 2010 Autumn Term 2010 Review December 2011	priorities. L I V Surrey's Children and Young People's Plan. Priority 1 Priority 2 Priority 4 Theme A Theme B
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Theme B: Achieving better outcomes by working together

Theme 3. Engage young people who live and go to school in Waverley in the Democratic Process

3.1	Increase demographic participation in Waverley's Top Youth Council	<ul style="list-style-type: none"> • Surrey Youth Development Service • Secondary Schools and Colleges • Voluntary and Faith Youth Groups • Councillors 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Identify the areas in Waverley not currently represented. • Identify schools and youth groups to contact in the area. • Promote the youth council to the identified groups and invite young people to take part. • Monitor on an annual basis 	<p>End January 2010</p> <p>February 2010</p> <p>End of April onwards</p> <p>January 2010/11/12/13/14</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 4</p>
3.2	Support Waverley's Youth Councillors to become members of Surrey Youth Parliament.*	<ul style="list-style-type: none"> • Surrey Youth Parliament Young People Engagement Officer. • Top Youth Council 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Identify Top Youth Council members to represent Waverley. • Liaise with Surrey Youth Service to ensure that Waverley's 	<p>Ongoing as young people leave the Youth Council.</p> <p>Six monthly</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 4</p>

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Theme B: Achieving better outcomes by working together

				<p>representatives are given adequate support to take part.</p> <ul style="list-style-type: none"> • Ensure Waverley representatives are given adequate training to support them in this role. 	Plan training annually	
3.4	Raise profile of Waverley's Top Youth Council across the Council and borough	<ul style="list-style-type: none"> • Surrey Youth Development Service • Secondary Schools and Colleges • Voluntary and Faith Youth Groups • Councillors 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Presentation to Full Councils on a Annual Basis • Presentations to all schools in Waverley 	<p>By End February 2010</p> <p>End July 2010 – then on annual basis</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>V</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 4</p>
3.5	Provide and promote events to support the Local Democracy Campaign annually (Local Democracy Week – LDW – October, annually).	<ul style="list-style-type: none"> • Surrey Youth Development Service • Secondary Schools and Colleges • Voluntary and Faith Youth Groups 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Arrange to meet with teachers from local schools to identify activities that would benefit their students • Liaise with Democratic Services to identify joint activities for LDW 	<p>June 2010</p> <p>May 2010</p>	<p>Waverley Corporate priorities.</p> <p>I</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 4</p>

SMART – Specific – Measurable – Achievable – Realistic – Time Based

WBC Corporate Priorities – Affordable Housing – Leisure – Improving Lives – Value For Money – Environment

Surrey's Children and Young People's Plan 2009/10 – Priorities and Themes - Priority 1: Reduce health inequalities and make healthy choices easier - Priority 2: Improve family safety, child protection and preventative services - Priority 3: Improve education, training and employment outcomes especially for the lowest achievers - Priority 4: Develop things to do and places to go targeting the vulnerable and disadvantaged - Priority 5: Improving behaviour at home, at school and on the streets - Theme A: Right services, at the right time, in the right place

Theme B: Achieving better outcomes by working together

				<ul style="list-style-type: none"> • Formalise activities /events for LDW • Promote to schools and youth groups • Run events and activities for LDW • Evaluate events for LDW 	<p>June 2010</p> <p>July to September 2010</p> <p>October 2010 then on annual basis</p> <p>November 2010 then on annual basis</p>	
3.6	Support Top Youth Council to host Waverley Youth Awards *	<ul style="list-style-type: none"> • Surrey Youth Development Service • Secondary Schools and Colleges • Voluntary and Faith Youth Groups 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Work with Top Youth to create a project plan • Consult with schools and youth groups about proposed categories • Promote to schools and youth groups • Host Event • Evaluate event to determine whether to host annually 	<p>January 2010</p> <p>End January 2010</p> <p>February 2010</p> <p>April 2010</p> <p>June 2010</p>	<p>Waverley Corporate priorities.</p> <p>I</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 4</p>

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Theme B: Achieving better outcomes by working together

Theme 4. Communication with young people living in Waverley

4.1	Work with website manager to develop and improve the Waverley's web pages for young people.	<ul style="list-style-type: none"> • Waverley's Top Youth Council • Surrey County Council • Young People • Community, voluntary and faith youth groups 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Research other sites to identify good practice and ideas • Consult with Top Youth Council to identify how to make pages more attractive to young people • Consult with young people on content of youth pages • Identify sources funding sources and submit applications for improvements • Work with website manager to make improvements • Communications campaign to promote young people Waverley 'Facebook' pages 	<p>February 2010</p> <p>February 2010</p> <p>March 2010</p> <p>From March 2010</p> <p>From end May 2010</p> <p>September 2010</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 1</p> <p>Priority 2</p> <p>Priority 4</p> <p>Theme B</p>
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WBC Corporate Priorities – Affordable Housing – Leisure – Improving Lives – Value For Money – Environment

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Theme B: Achieving better outcomes by working together

				<ul style="list-style-type: none"> • Monitor and evaluate website through consultation and user statistics 	December 2010/ annually	
4.3	Continue to develop the use of 'Facebook' as a tool to communicate with young people	<ul style="list-style-type: none"> • Waverley's Top Youth Council 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan • Aiming High for Young People • Every Child Matters 	<ul style="list-style-type: none"> • Source external help to develop Waverley 'facebook' pages • Consult with young people on content and how to promote Waverley's 'facebook' page • Liaise with Waverley's schools to request a link to 'facebook' page on school intranet sites • Communications campaign to promote young people Waverley 'Facebook' pages 	<p>February 2010</p> <p>February 2010</p> <p>March 2010</p> <p>September 2010</p>	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p> <p>Surrey's Children and Young People's Plan.</p> <p>Priority 1</p> <p>Priority 2</p> <p>Priority 4</p> <p>Theme B</p>
4.4	Create a distribution toolkit for all promotional material of activities and events that Waverley undertakes*	<ul style="list-style-type: none"> • Surrey Youth Development Service • Secondary 	<ul style="list-style-type: none"> • Surrey Children and Young Peoples Plan 	<ul style="list-style-type: none"> • Consult with Waverley's young people on ways to communicate with them 	February 2010	<p>Waverley Corporate priorities.</p> <p>L</p> <p>I</p>

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WBC Corporate Priorities – Affordable Housing – Leisure – Improving Lives – Value For Money – Environment

Surrey's Children and Young People's Plan 2009/10 – Priorities and Themes - Priority 1: Reduce health inequalities and make healthy choices easier - Priority 2: Improve family safety, child protection and preventative services - Priority 3: Improve education, training and employment outcomes especially for the lowest achievers - Priority 4: Develop things to do and places to go targeting the vulnerable and disadvantaged - Priority 5: Improving behaviour at home, at school and on the streets - Theme A: Right services, at the right time, in the right place

Theme B: Achieving better outcomes by working together

		Schools and Colleges • Voluntary and Faith Youth Groups	• Aiming High for Young People • Every Child Matters	• Create a toolkit for promoting new events/ activities & services • Publish toolkit on website	March 2010 April 2010	Surrey's Children and Young People's Plan. Priority 1 Priority 2 Priority 4 Theme B
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