

GREATER MANCHESTER INTEGRATED TRANSPORT AUTHORITY**REPORT FOR INFORMATION**

COMMITTEE: Policy & Resources
DATE: 24th July 2009
SUBJECT: Youth Strategy Update
REPORT OF: Acting Strategy Director, GMPTE

PURPOSE OF REPORT

To update Members on the progress of the implementation of the Youth Strategy 2008-11.

RECOMMENDATIONS

Members are recommended to:

- (i) note the progress being made to implement the Youth Strategy; and
- (ii) request a further progress report in July 2010.

BACKGROUND DOCUMENTS

Report to Policy Committee: 'Youth Strategy', 11th July 2008

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1. Introduction

1.1 The Youth Strategy, 2008-11 was approved by Policy Committee in July 2008, including an Action Plan which is set out in Appendix 1. The rationale for the strategy is that in order to grow the market for public transport it will be necessary to encourage young people to delay car purchase or to use their cars less. It is therefore important that they should have a good early experience of public transport. The strategy also seeks to influence young people's perceptions of public transport to encourage them to travel safely and responsibly.

1.2 The objectives of the strategy are therefore to ensure that young people can:

- make healthy transport choices;
- access education and training by public transport;
- feel safe and secure on public transport;
- access positive activities by public transport;
- access affordable public transport; and
- feel that their opinions as customers are valued

and to ensure that services are planned and organised around the needs of children and young people.

1.3 At the meeting in July 2008, Members requested a progress report on the first year of strategy implementation. Appendix 1 summarises progress against each of the Year 1 actions, whilst key areas of progress against objectives are described in more detail in the following sections.

2. Objectives: Make healthy transport choices

Access education and training by public transport

Access positive activities by public transport

2.1 GMPT's "GoTo" website, aimed at young people between 13 and 19, has been reconfigured. The amendments include improved integration of public transport, school, college and positive activities information to better enable its use as a travel planning tool for school pupils. The redevelopment of the GoTo website will be supported by a marketing campaign and a follow up evaluation that will include a user feedback facility, to monitor the impact of the changes on monthly hits.

2.2 In a related development, matched funding from the Department for Transport is being used to further develop the "DingDing" website, which is aimed at learners between 5 and 14 and also at teachers and parents. The main aim of the website is to promote public transport to children in a relevant and engaging way, before advertising and peer pressure have the opportunity to engender a negative influence.

- 2.3 A new module, *'How did we get here?'* is being developed, based on the history of public transport in Greater Manchester This will outline the history of how and why public transport exists in its current form in Greater Manchester. It will also help learners understand the transport problems and congestion that exists, conveying possible alternative sustainable transport options for the future.

3. Objective: Feel safe and secure on public transport

- 3.1 GMPTTE has continued to support Headteachers to meet statutory obligations regarding behaviour on public transport between home and school. Working in partnership with the schools the police and bus operators, GMPTTE acted in an advisory role to eliminate anti social behaviour on dedicated and non dedicated school buses.

- 3.2 An example of good practice is as follows. Following reports of disorder on school buses that served a local high school, GMPTTE facilitated a meeting attended by the Head teacher, Police and Operators in order to take coordinated action in reducing the number of reported incidents. A joint action plan has resulted in a reduction in reported incidents. Following on from this, co-delivered presentations are to be made to the schools with the highest incidence of anti social behaviour on GMPTTE contracted school buses.

- 3.3 United Response, a national registered charity that supports people with learning disabilities and mental health needs, produced a training pack, entitled "UR On Board", which explains learning disability and the effects of bullying and harassment, particularly as it relates to the use of public transport. Each secondary school in Trafford has received the learning resource pack, with 30 additional packs funded by GMPTTE being made available. Schools will be able to access information via a web link on the GoTo website. This could provide a useful resource for the national anti-bullying week held in November 2009.

4. Objective: Access education and training by public transport

- 4.1 A Travel Forum for strategic partners within the education sector was held to discuss local and National Curriculum developments (such as the Building Schools for the Future programme (BSF), 14-19 Diploma delivery and the raising of the school learning age) and how they would impact on transport issues such as network and ticketing capacity. Intelligence was shared with the strategic partners and lines of communication were established to provide advice and information to schools and colleges.

4.2 A programme of engagement with the Greater Manchester Connexions, a service for young people aged 13-19 providing information on careers, health education and relationships, has started. Working in partnership with Connexions, GMPTE will be able to provide support to increase the number of young people in education, employment and training, by reducing the extent to which transport is seen as a barrier.

**5. Objective: Opinions as customers are valued
Services that are planned and organised around the
needs of children and young people**

5.1 GMPTE's Young Persons Transport Panel has been set up in partnership with the North West Regional Youth Work Unit (NWRWU). The panel will meet six times a year and will provide an opportunity for young people in Greater Manchester to be engaged in a representative way (the young people participating on the panel will represent each of their districts, rather than giving their own opinion). Working in partnership with the Youth Services gives GMPTE an extensive reach into local communities from which to draw panel representatives, ensuring its sustainability.

5.2 Outcomes from the panel will be agreed jointly with the young people themselves, but certain themes will be present. These include:

- Reviewing the Youth Strategy Action plan and providing input into year 2 delivery;
- Youth Proofing literature/Website, ensuring information available is suitable for its audience;
- Measuring young peoples satisfaction with public transport;
- Piloting the effectiveness of using a social networking site, set up by the NWRWU, to secure feedback from young people as customers in a safe way;
- Raising the awareness of campaigns to improve public transport for young people; and
- Reviewing fares and ticketing.

6. Recommendations

Recommendations are shown at the front of the report.

**Adam Goulcher
Acting Strategy Director**

Appendix 1: Youth Strategy Action Plan – Year One (2008-09)

Make healthy transport choices					
Access education and training by public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
1. Reconfigure www.goto.org.uk to better reflect the needs of its users	1. Reconfigure website according to user need – travel to school, to college, to positive activities 2. Improve access and quality and utility of information for disabled users 3. Improve feedback facility 4. Produce marketing plan for website	1. Improved integration of public transport and school, college and positive activities information 2. Positive feedback from disabled users 3. Increased intelligence on customer needs 4. Increased number of monthly hits	1. 100% growth in monthly hits 2. Local Transport Plan (LTP) target 4b that modal share of journeys to secondary school by non-car modes is not less than 80%	Mar 2009 Mar 2011	Amendments submitted. Reconfiguration completed. Feedback facility included Marketing plan to follow
Make healthy transport choices					
Action	Details	Key outcomes	Targets	Measured	Progress
2. Support each district's school travel advisers (STA) to achieve the target of 100% of schools in GM	1. Improve engagement between Health and Education team and school travel advisers 2. Reconfigure www.goto.org.uk to	1. Regular attendance at STA meetings by GMPTE 2. GoTo website is used as a tool for travel planning by secondary pupils	1. 100% of GM primary and secondary schools have a travel plan 2. LTP target 4a that modal share of	Dec 2010 Mar 2011	STA meetings attended. Amendments submitted.

to have a school travel plan by 2010	better enable its use as a travel tool 3. Key stage 3 lesson plans added to school travel module planning module on www.dingding.org.uk	3. School travel planning is embedded with national curriculum at key stage 3.	journeys to primary school by non-car modes is not less than 58% 3. LTP target 4b that modal share of journeys to secondary school by non-car modes is not less than 80%	Mar 2011	Reconfiguration completed
Feel safe and secure on public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
3. Expand the Yellow School Bus (YSB) Network	1. Attract funding to deliver new schemes 2. Develop new schemes in conjunction with key stakeholders 3. Deliver and monitor new schemes	1. Increased number of YSB routes 2. Reduction in anti-social behaviour (ASB)	1. Reduction in ASB achieved (YSB route compared to services that it replaced)	Quarterly	A reduction secured in ASB incidents

Feel safe and secure on public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
4. Support headteachers to meet their statutory obligations regarding behaviour on public transport between home and school	1. Purchase and distribute further copies of <i>Your Bus Your Community</i> 2. Develop presentations to be delivered to targeted schools where there is a high incidence of ASB. 3. Investigate feasibility of home-GMPTE parental contracts to reduce incidence of ASB on GMPTE contracted school buses	1. Reduction secured in incidents of ASB on contracted home school buses 2. Presentations co-delivered with operators to 20 schools with the highest incidence of ASB on home school transport 3. Stakeholder support for home-GMPTE parental contracts	1. Each secondary school that requests a copy of <i>Your Bus Your Community</i> receives one 2. 20 presentations are delivered	annually	'Your bus your community' (external publication) no longer in circulation Development of presentations with operators ongoing Continued support to headteachers

Feel safe and secure on public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
5. Develop resources to reduce bullying on and around the public transport network	1. Anti-bullying resources published by United Response on behalf of GMPTE 2. Host anti-bullying campaign on www.goto.org.uk to coincide with national anti-bullying week	1. Secondary schools have access to anti-bullying resource 2. Schools' awareness of resources is high	1. Resources published by Nov 2008 2. Reduction in incidence of bullying in targeted areas	Mar 2009	Resources published. Programme of engagement with schools, children's trust and 3 rd sector organisations ongoing
6. Support operators to meet the requirements of the Safeguarding Vulnerable Groups Act 2006	1. Provide briefing to GMBOA on Safeguarding Vulnerable Groups Act 2006	1. Operators' awareness of requirements of Act is increased 2. Informs quality standards underpinning operator bids for school tenders	1. Briefing note is distributed by September 2008	Sep 2008	Contact made with GMBOA to discuss need for briefing note

Access education and training by public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
7. Set up 14-19 Travel Forum for strategic partners	1. Develop 14-19 contacts database 2. Host quarterly meetings to enable intelligence sharing (14-19 diplomas, Building Schools for the Future and Year 7 admissions data)	1. accurate intelligence secured on 14-19 coordinators 2. impact assessment of 14-19 curriculum changes on public transport shared with OSP/ Customer Services 3. services and ticket products reflect the needs of users	Meetings are held in Sep, Dec and Mar	Jul 2009	14-19 contact database 14-19 strategic partnership set up.
8. Support districts to eliminate transport as a barrier to reducing the number of 16-19 year old NEETs	1. Develop NEETs coordinators' contact data base. 2. Programme of engagement with NEETs coordinators established 3. Transport champions within each Connexions service identified and briefed	1. Accurate intelligence secured on NEETs coordinators 2. Assessment made of transport as a barrier to reducing NEETs 3. Connexions service has a confident understanding of transport provision	1. Meeting are held with NEETs coordinators in 100% of GM districts 2. Training is delivered to Connexions staff	Mar 2009	NEET coordinator database developed Engagement with NEET coordinators & Connexions established

Access education and training by public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
9. Encourage LA mainstream commissioning of travel training	1. GMPTE hosts strategic seminar on how local authorities can mainstream commission travel training	1. Awareness of how to mainstream travel training by Children's Services managers is increased	1. Seminar is held	Mar 2009	Seminar held Jan 09
Access positive activities by public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
10. Positive activities information is integrated into www.goto.org.uk	1. Reconfigure www.goto.org.uk to better enable its users to access positive activities	1. Positive activities information is displayed on GoTo website	1. Information from at least three local authorities is included	Mar 2009	Amendments submitted.

Opinions as customers are valued					
Action	Details	Key outcomes	Targets	Measured	Progress
11. Set up a Young Person's Transport Panel	<p>1. Young Person's Transport Panel is created out of UK Youth Parliament MPs (UKMYPs) for GM and other representatives to ensure inclusion.</p> <p>2. Host three meetings per year, including one to review progress of action plan</p> <p>3. Carry out survey to measure young persons' satisfaction with public transport</p>	<p>1. Young people in Greater Manchester are engaged in a representative way</p> <p>2. Intelligence is shared between GMPTE and UKMYPs</p> <p>3. Annual Action Plan is reviewed</p> <p>4. Measurable improvement in young people's satisfaction with public transport</p>	<p>1. Panel set up meetings held in Nov, Mar and Jun</p> <p>2. Improvement in satisfaction from March 08 consultation baseline</p>	<p>Oct 2008</p> <p>Mar 2009</p>	<p>Preliminary meeting held, 6 meetings planned over 12 months</p> <p>Panel action plan to be finalised in June 09 working towards key outcomes</p>
12. Examine if social networking web sites can be used to secure feedback from young people as customers in a safe way	<p>1. Commission technical research on how social networking sites can be used safely to secure feedback</p>	<p>1. Evidence is collated to determine if social networking sites can be used safely as a means of securing feedback</p> <p>2. Briefing paper prepared</p>	<p>1. Collation and briefing paper prepared by Oct 2008</p>	<p>Oct 2008</p>	<p>Item deferred to year 2 action plan</p>

Access affordable public transport					
Action	Details	Key outcomes	Targets	Measured	Progress
13. Implement GMPTE's new fares and ticketing strategy for young people	1. Update publications sent to schools, colleges and universities to include changes in fares and tickets 2. Young Person's Transport Panel (YPTP) provides feedback to Customer Services on tickets/fares.	1. New products marketed to young people 2. Range of tickets meets the needs of children and young people and is easy to understand 3. Fares are affordable, particularly to those children and young people who come from low income households	1. Guides are published 2. Fares and tickets included in review by YPTP	Sep 2008 Mar 2009	Products marketed to young people Fare and ticket review included in transport panel work plan
14. 'Youth Proof' www.go.to.org.uk to ensure that fares and ticketing information is sufficient and user friendly	1. Young Person's Transport Panel tasked with 'youth proofing' information on website. 2. Amendments made to information on site	1. Information on website is suitable for audience (13-19 year olds)	1. Amendments made	Mar 2009	Transport panel agreed to 'youth proof' information

Services that are planned and organised around the needs of children and young people					
Action	Details	Key outcomes	Targets	Measured	Progress
15. Deliver an annual action plan that contributes to the performance of GMPTE, its business plan and strategic objectives, and to the delivery of Local Area Agreements in each district	1. Action plan constructed and referenced against GMPTE Business Plan, National Indicators and Public Service Agreements	1. Action plan reflects aims and objectives of youth strategy	1. Action plan produced annually	May 2008	On going
16. Develop a cohesive and inclusive approach to equality and diversity in all of our activities	1. Youth Strategy is Equality Impact Assessed.	1. Youth strategy promotes a cohesive and inclusive approach to equality and diversity	1. All actions are legally compliant	Dec 2008	Youth Strategy Equality Impact Assessed

Services that are planned and organised around the needs of children and young people 11.4.3					
Action	Details	Key outcomes	Targets	Measured	Progress
17. Continue to lobby at a local, regional and national level for additional resources to improve public transport provision for children and young people 18. Continue to lobby within GMPTA/E for additional resources to improve public transport provision	1. GMPTE supports any GMPTA, PTEG or other campaigns to improve public transport provision for children and young people.	1. Children and young people made aware of campaigns through Young Person's Transport Panel 2. Campaigns that meet GMPTA/E objectives are supported	n/a	Mar 2009	Transport panel have agreed to raise awareness of transport campaigns via their local youth groups