

WEST YORKSHIRE INTEGRATED TRANSPORT AUTHORITY

DATE: 27 MARCH 2009

AGENDA ITEM NO: **23**

SUBJECT: YOUNG PEOPLE'S STRATEGY

Report of the Passenger Transport Executive

1. MATTER FOR CONSIDERATION

1.1. To formally adopt the Young People's Strategy.

2. INFORMATION

Why develop a strategy?

2.1. Metro's Vision for School Transport has been in place for some time and it was thought appropriate to review the vision and to consider the wider travel of young people including leisure travel and for older teenagers travel for work and training.

2.2. Patronage amongst young people is declining. It is vital that services are improved for young people in order that they develop sustainable travel habits for the future. There is a need to attract young people back onto public transport. The vision for young people involves targeting and responding to the needs of young people in terms of transport provision.

2.3. It is also essential that Metro ties into the cross-cutting Every Child Matters agenda, which underpins district aspirations for young people. The ECM priorities are Being Healthy, Staying Safe, Enjoying and Achieving, Making a Positive Contribution, Achieving Economic Well-being.

2.4. There are four key objectives to the strategy:

Consultation: Customers shape service planning and delivery

Services: In the right place at the right time and of the highest quality

Ticketing: Simple and affordable

Communications: The right information when it's needed

2.5. As these objectives are far-reaching, the strategy also contains 'quick wins'. The Strategy is attached at Appendix A. Shorter and long term objectives are captured within the Executive Summary.

Consultation

- 2.6. It is important that the strategy is not just about travel per se but about the reasons why young people may want to travel and the benefits this could bring. Consultation is thus a key area.

Development of the strategy has involved consultation with:

- (a) young people themselves via Youth Councils and other such for a, as well as through Metro's own more informal mechanisms (e.g. through website, SAFEMark and other schools based work); and
- (b) stakeholders in the development of other strategies and measures aimed at young people including district Children's Services Directorates and Local Strategic Partnerships, together with local bus and rail operators.

3. FINANCIAL AND LEGAL IMPLICATIONS

- 3.1. There will be resource implications for delivery of the strategy. Current work is being undertaken within existing resources. It is anticipated that in future, because of the clear cross-cutting benefits of strategy activity, that the districts and other partners will contribute to delivery. In addition, it is the intention to present a business case to Government Departments to lobby for additional funding to achieve the wider benefits of improving access to activities for young people.

4. STAFFING IMPLICATIONS

- 4.1. As above.

5. EQUAL OPPORTUNITY IMPLICATIONS

- 5.1. The strategy is designed to enable all young people to have full access to leisure, work and educational opportunities. It takes account of the requirements of children with special needs, young people not in employment, education and training, and other excluded groups.

6. RECOMMENDATIONS

- 6.1. That the Young People's Strategy be adopted.

Director General
West Yorkshire Passenger Transport Executive