

Youth Services Task Group – Monitoring Update Report **Additional Update**

The Executive Committee tasked Redditch Borough Council Officers with taking the following action when working on positive activities:

RESOLUTION 1: Youth activities in Redditch should be promoted using the following communication tools:

- **social networking platforms.**

Action update:

The youth clubs created as part of Redditch Borough Council's Positive Activities Plan (Appendix 2) will be in a position to use social networking sites to promote their activities. This could include creating personalised group profiles using particular social network platforms.

Officers have been advised that a bespoke Redditch Youth Services website cannot be produced by the Council. However, Worcestershire County Council is currently reviewing Plug and Play, the designated website for young people living in Worcestershire. This website will be re-launched once the review has been completed. Redditch Borough Council, like other organisations, will be in a position to promote youth activities using this website.

The Council's Social Media Policy is currently in the process of being reviewed. The new policy will better enable officers to use social media as a tool to communicate with residents. There is also the potential that additional opportunities may be identified by the Leisure and Cultural Services team during transformation.