

**HEALTH AND WELL-BEING BOARD  
11 JULY 2017****CHILDREN AND YOUNG PEOPLE'S PLAN 2017-2021**

---

**Board Sponsor**

Catherine Driscoll: Director of Children, Families and Communities

**Author**

Hannah Needham, Assistant Director: Families, Communities and Partnerships

**Priorities**

(Please click below  
then on down arrow)

Older people & long term conditions	No
Mental health & well-being	Yes
Being Active	Yes
Alcohol	No
Other (specify below)	

**Groups of particular interest**

Children & young people	Yes
Communities & groups with poor health outcomes	Yes
People with learning disabilities	Yes

**Safeguarding**

Impact on Safeguarding Children If yes please give details	Yes
---	-----

**Item for Decision, Consideration or Information**

Choose an item.

**Recommendation**

1. The Health and Well-being Board is asked to:
  - a) **Note the views of children, young people, parents/carers and practitioners summarised in the report**
  - b) **Approve the new Children and Young People's Plan (CYPP) for 2017 to 2021 and for the plan to act as framework for a whole-system response to improving outcomes for children, young people and their families**
  - c) **Recommend to the range of agencies and organisations represented on the Health and Well-being Board to seek approval for the CYPP to be adopted within their individual agency policy framework.**
  - d) **Commit to receiving quarterly updates to monitor progress with implementation across the various partner organisations.**

## **Background**

2. In February 2017, the Health and Wellbeing Board approved the development of the new Children and Young People Plan's (CYPP) for all children and young people in Worcestershire. It also agreed to strengthen the already well-established Connecting Families Strategic Group as the key partnership group to take responsibility for developing and implementing the CYPP and for this Strategic Group to be a formal sub-group of the Health and Wellbeing Board. See background papers

3. In April 2017, the Health and Wellbeing Board received an update on the progress in developing the new CYPP and noted the emerging priorities and content. It also approved the look and feel of the new CYPP and the consultation and engagement plan. See background papers

4. The Connecting Families Strategic Group has now met, in its new format three times and has actively led on the development of the CYPP. Recognising that the new CYPP needs to be dynamic and refreshed/challenged on a regular basis, the Connecting Families Strategic Group is recommending that the Health and Wellbeing Board approves the new CYPP.

5. As the new CYPP is owned by all agencies, the Connecting Families Strategic Group is also recommending that all agencies adopt the plan within their individual agency policy frameworks.

## **Case for change**

6. The development of the new CYPP is informed by both demographic and outcome challenges (data) as well the views of children, young people, parents/carers and practitioners. The case for change from a data perspective is informed by the Joint Strategic Needs Assessment and ongoing performance information. This information will be reviewed quarterly and the Plan will be adapted in response.

7. As an overarching summary, the data currently highlights a number of potential issues and areas of concern which has informed the development of the new CYPP. These include:-

- The number of children and young people aged 19 or under in Worcestershire is projected to be 131,800 by 2025. This is an increase of 3,600 from 2015
- Birth rate is declining but is on the rise among disadvantaged families which could lead to additional demand challenges on public services
- Over 15,800 children across Worcestershire live in low income households
- The broad range of health inequalities for the under 5s
- Key Stage 2 results continue to be below expectations
- Too many children are not receiving a quality education and this is leading to poor outcomes and growing impact on wider public services
- Growing prevalence of children diagnosed with special education needs and disabilities and understanding what support may be needed to meet their needs
- Education attainment of vulnerable pupils including those eligible for free school meals, looked after children and children with special education needs and disabilities. The gap is still too big between these vulnerable groups and their peers

- Progress of Care Leavers into suitable accommodation and education, employment and/or training. 48% of care leavers are currently not in education, employment or training
- Emotional wellbeing and mental health needs of children and young people
- Demand on social care at every level (Children in Need, Child Protection and Looked After Children) and the capacity, capability and quality of social care practice.

## Consultation and engagement

8. A wide ranging consultation and engagement plan was drawn up which included engagement with children, young people, parents, carers and staff who work with them including:

- Social Care Teams
- CCGs
- Health Visitors
- Police
- Schools
- Family Support
- CAMHs
- Speech and Language
- Voluntary Sector
- Districts
- Parenting
- Housing Providers
- Sexual Health team

9. A variety of consultation methods were used to maximise the level of engagement.

Survey: An online survey was created which was shared widely via a variety of networks.

The same 5 questions were asked of 4 groups so that responses could be analysed in the same way. The 4 groups were:

- Children (0-12)
- Young People (13 – 24)
- Parents/Carers of children and young people
- Practitioners who work with children, young people and families.

Respondents who fitted in more than one group were able to give their answer from more than one perspective e.g. a 23 year old parent. An easy read version was also made available via the website.

Social media: There was full social media communication plan raising the awareness of the survey and that a new Worcestershire Children's and Young People's plan is being developed. This included messages on Twitter, LinkedIn, Facebook and Yammer (internal and external networks). All of the six districts and County Hall had displays on their plasma screen and their own social media channels.

Engagement packs: An engagement pack was created and shared with partner agencies via a variety of networks.

Schools: Several schools used the recent elections for discussions with children and supported them to complete the survey in lessons.

The children of Franche Primary school created several videos which we used in our social media posts

<https://www.youtube.com/watch?v=O58AwnLY50A>

<https://www.youtube.com/watch?v=sW99BHgxRtU&>

<https://www.youtube.com/watch?v=tLzmmS0uOk8>  
<https://www.youtube.com/watch?v=skj8VI7OK74&>  
<https://www.youtube.com/watch?v=Gg6aUPBMJw8&>

School Council were also invited to get involved by discussing and responding to the five questions in their meetings this term.

Libraries: Engagement Trees were placed in all 21 libraries, the same questions were asked at all 21 libraries each week for 5 weeks. A total of c.1450 face-to-face responses were received, the vast majority of which were from libraries.

Partners: A workshop was held for partners on 15<sup>th</sup> June to agree the priorities for Worcestershire prior to finalising the content. A wide range of partners attended and discussions have been fed into the final document.

Youth Cabinet: Have been briefed and we are working with them on the next steps to ensure they are fully involved.

Parents' Voice: Ran their own social media campaign promoting the survey and also ran two focus groups with invited parents (invited through social media) to have round table discussions about the plan. Their responses have been fed into the survey responses.

## Survey Results

10. Over 2600 responses received (as of 30<sup>th</sup> June 2017)

- 1144 online survey
- c. 1450 face to face (final data is still being submitted)

11. A breakdown of respondent type and district area can be seen in the tables below. *(please note numbers will change again in final report as some data is still being submitted).*

Respondent types		District	
Children (12 or under)	735	Bromsgrove	607
Young People (13-24)	207	Malvern Hills	311
Parents/Carers	963	Redditch	129
Practitioners	575	Worcester City	560
Other	164	Wychavon	448
Note: there is some overlap between Young People/Parent and practitioner categories and respondents can be more than one (and answer from each perspective)		Wyre Forest	345
		Outside Worcestershire	31

Gender		Disability	
Male	372	Yes	129
Female	1010	No	961

Note: Demographic data was not captured for face-to-face respondents. Sexual orientation and ethnicity data is included in the full analysis along with cross-tabs of demographic data.

12. full analysis of the consultation and engagement will be published by the end of July. As a summary views were captured from 5 different viewpoints – those aged 12 and under, young people aged 13 to 24, parents/carers, practitioners and other interested citizens. Respondents were asked what was important to children in Worcestershire and what the main challenges they face were.

13. Children and young people tended to respond to these questions in a more simplistic fashion. For instance, they would focus on issues of 'happiness', 'family' and 'friends' which all could be described as outcomes. Adults, whilst still touching on these outcomes, gave much more detailed answers that focus on **how** these outcomes might be achieved. For example, they commonly call for well-funded and easily accessible family support service to help families that need additional support. This family support is not an outcome in itself but could be seen as a mechanism to achieve outcomes for children such as happiness and having a loving and supporting family.

14. A summary of the responses and respondent type can be seen in the tables below

**Question: What is most important to children and young people?**

Answer	Children	Young People	Parent / Carers	Practitioners
Family	✓	✓		
Friends	✓	✓		
Pets	✓			
Sports and physical activity	✓		✓	✓
Education		✓	✓	✓
Employment opportunities		✓	✓	✓
Safety - family environment and having safe places to go		✓	✓	✓
Activities		✓	✓	✓
Support services - early years, family, mental health, relationships and sexual health			✓	✓

**Question: What are the main issues and challenges for children and young people?**

Answer	Children	Young People	Parent / Carers	Practitioners
Education and school - pressure and provision	✓	✓	✓	✓
Lack of safe and affordable places to go outside of school			✓	✓
Learning to get along with other people	✓	✓	✓	✓
Cuts in services that offer support to children and young people			✓	✓
Mental health and wellbeing		✓	✓	✓
Lack of safe, local and affordable activities	✓	✓	✓	✓
Use of social media for bullying			✓	✓
More <i>affordable</i> and <i>available</i> activities	✓	✓		
More time with friends and family	✓			
Less bullying and/or more friends	✓	✓		

**Question: How could the lives of children and young people be improved?**

Answer	Children	Young People
More <i>affordable</i> and <i>available</i> activities	✓	✓
More time with friends and family	✓	
Less bullying and/or more friends	✓	✓

*NB: analysis is ongoing for responses from parents/carers and practitioners*

## **Worcestershire's Children and Young People's Plan: 2017 – 2021**

15. The Children and Young People's Plan is a partnership plan and, as such, should be owned and by all agencies working with children, young people and families in Worcestershire. The purpose of the plan is to:

- Set expectations around the way we work defining shared values and culture
- Clarify our collective ambition and aspirations for all children and young people in Worcestershire
- Focus on key priorities and success measures
- Provide a framework for all agencies and organisations working with children, young people and families to make the necessary impact to improve lives
- Build on and add value to existing plans

As previously stated, it also needs to be flexible and change in accordance to need.

16. The final draft of the plan is included in the Appendix. It is has been designed to be a 'plan on a page' to set the framework and intent for further work. More detail and information will be included on the website [www.worcestershire.gov.uk/cypp](http://www.worcestershire.gov.uk/cypp).

17. As set out above, the CYPP will set the expectation around the way all agencies will work and will need to be actively embedded across the system. The plan states that agencies will:

- Listen to, hear and understand children, young people and families
- Find strengths and build on positives to help people help themselves
- Prioritise partnerships to improve outcomes - doing things with people, instead of to them, for them or doing nothing
- Focus on adding value and keep asking: Is anyone better off? Is anyone worse off?
- Be brave enough to always do the right thing for children and young people

18. In addition to clarifying the shared values and expectations around the way agencies work, the plan follows a logic model of five key steps

- The overarching vision for all children and young people
- The ultimate outcomes
- The key priorities
- The areas of work/activity that need to be implemented?
- The measurements of success?

### **Our vision is for**

Worcestershire to be a wonderful place for all children and young people to grow up

### **We believe it is important that children and young people:-**

- Are safe from harm
- Reach their full potential
- Make a positive contribution in their communities
- Live healthy, happy and fun filled lives

### **We will effect change by working together to:-**

- Help children live in safe and supportive families and communities (homes and places)
- Promote safe, healthy and positive relationships
- Support children to have the best start in life and be ready for learning
- Provide access to a quality and appropriate education / learning experience for all
- Prepare young people for adult life
- Improve outcomes for our vulnerable children and young people
- Increasing young people's voice in community life, participation and engagement in developing services
- Increase access to safe and affordable activities and places to go outside of school
- Encourage physical activity and healthy eating
- Improve access to social, emotional mental health and well-being services
- Support young people, parents and carers to overcome the barriers to sustained employment

### **We will work together to:-**

- Actively embed the children and young people plan's shared values within all agencies
- Improve safeguarding services

- Reform services for children with special education needs and disabilities
- Break the cycle of families continuing to need/rely on specialist services
- Tackle the gaps in education system/provision that prevent children and young people from accessing full time education
- Develop and implement a prevention and early help strategy
- Strengthen the social, emotional and mental health offer
- Secure partnerships that support delivery of our priorities and use public money wisely

#### **We will know if the plan is working by the:-**

- Decrease in the number of children and young people with a repeat child protection plan
- Increase in the percentage and timeliness of children who are looked after that are in permanent homes (placements)
- Increase in the percentage of children with a good level of development in early years
- Improve educational outcomes and positive destinations for all children and young people
- Decrease in achievement gaps at all stages
- Surveys of children and young people's views: are they having fun and having a positive influence in their communities?
- Decrease in the number of first time entrants into the youth justice system
- Increase in children, young people and parental satisfaction with emotional wellbeing or mental health services
- Improvement of health outcomes and closing of inequalities gap.

#### **Children and Families Scrutiny Panel**

19. As part of the process for agreeing the Plan, the County Council's Children and Families Overview and Scrutiny Panel considered the draft at its meeting on 21 June. During discussion the Panel endorsed the partnership approach being taken but was concerned that partners delivered on their respective actions.

#### **Implementing the Plan and Next Steps**

20. Approving the CYPP is the start of a journey, as the CYPP sets out the vision and values to put children and young people at the heart of everything we do (far more than what happens now). There is more work to be done to set out an action plan of what is going to be delivered as individual organisations, and together as partners, to improve the lives of children and young people. The Plan in its current form sets out initial intentions and all partners are being asked to endorse and adopt the Plan and actively embed the shared way of working into their culture.

21. To develop the action plan there is more work to do. Greater clarity is needed on what work is currently in progress and how the CYPP can add value to this. This work will also identify gaps of activity and focus that need to be addressed. Initial work has highlighted that the CYPP needs to build on the following areas and discussions need to take place to work through this in more detail.

- Prevention Strategy – Sustainability Transformation and Partnership (STP)  
Prevention Board



- Workforce Strategy – STP Organisational Development Workstream
- West Mercia Police Children and Young People's Strategy
- Worcestershire County Council's Safeguarding Service Improvement Plan
- Worcestershire Safeguarding Children's Board Business Plan
- Transformation Plan for Children and Young People – Mental Health and wellbeing
- Earlier access to services – i.e. more lower level services and quicker access to acute
- Financial Plans
- Housing Plan – Worcestershire-wide
- District Councils and their priority plans

22. Work is also in progress to develop a performance dashboard to demonstrate progress. This will flow from the overarching success measures outlined in the CYPP and will the necessary level of detail around performance progress. It is intended to build this detail on the [www.worcestershire.gov.uk/cypp](http://www.worcestershire.gov.uk/cypp) website pages along with links to the range of plans and programmes of work that support the implementation of the CYPP.

23. Further work is also already planned to maintain the momentum of engaging with children, young people and parents. The new CYPP will feature in the eight Worcestershire County Council summer roadshows and will give children, young people and families the opportunity to tell us more on what is important to them. A launch of the new CYPP is being planned for September to coincide with the new academic year.

24. Worcestershire County Council will take the lead on co-ordinating the implementation of the whole plan, as this is central part of the statutory functions of the Director of Children's Services and Lead Member. However, it is a plan for all agencies and through the appropriate partnership and governance arrangements organisations will be asked to outline what is already in place to improve outcomes for children and young people and how they can contribute to the priorities within the CYPP.

25. The implementation of the CYPP will feature as a standard agenda item at each Connecting Families Strategic Group (meets monthly). There will also be a quarterly review of progress. It is recommended that this Health and Wellbeing Board receives this quarterly progress report.

### **Legal, Financial and HR Implications**

26. As appropriate TBC

### **Privacy Impact Assessment**

27. As appropriate TBC

### **Equality and Diversity Implications**

TBC

### **Contact Points**

County Council Contact Points  
County Council: 01905 763763

Worcestershire Hub: 01905 765765

Specific Contact Points for this report

Hannah Needham, Assistant Director CFC

Tel: 01905 843658

Email: HNeedham@worcestershire.gov.uk

**Supporting Information**

- Appendix 1 – Draft CYPP 2017-2021

**Background Papers**

In the opinion of the proper officer (in this case the Director of Children, Families and Communities) the following are the background papers relating to the subject matter of this report:

- Health and Wellbeing Board Report February 2017
- Health and Wellbeing Board Report April 2017