

# **PLYMOUTH CHILDREN AND YOUNG PEOPLE'S PLAN 2011-2014: CONSULTATION DOCUMENT**



This consultation document contains a retrospective look at progress from the Children and Young People's Trust, and a forward look to our priorities for the next three years.

Your views are really important in shaping the content of the Children and Young People's Plan 2011-14. Some important areas that are essential to improving outcomes for children and young people are not included in these priorities because they are already important to how we work on a day to day basis. For example, meeting the additional needs of children with disabilities, involving children and families in decision making, or jointly commissioning services.

If you've got ideas on those cross-cutting areas we'd love to hear them, but don't worry that you haven't seen them in this consultation document.

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## **Introduction**

Across the Plymouth Children and Young People's Trust we recognise that each of us comes to work every day to make a difference to the lives of the children and young people of Plymouth. Our projects, in all parts of the City, provide much needed support to children, young people and families as we work to enable every child to live, grow, achieve and exceed in their hopes for the future.

Over the last three years, we have worked together with colleagues new and old, and have learned and grown alongside each other. We have faced challenges shoulder to shoulder and have been rewarded and celebrated by our peers. Ofsted's good rating following our announced inspection in 2010 is the most recent landmark. We have proved that we understand the families we work with and with rigour and passion we do all that we can to help families be all that they can.

Nationally, we have been given guidance that Children's Trust arrangements are no longer mandatory. However, the Trust Board have made a collective decision to continue to work together to make a difference. This three year plan will give us the direction we need to keep us moving together in the right direction, and will help us to show that we are listening and responding to what children, young people and parents are telling us.

This plan demonstrates how we will deliver Plymouth 2020 priority outcomes for children and young people. This isn't the end of our commitment to making Plymouth one of Europe's finest most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone. Many of our teams can help to achieve that vision for the City and we must all play our part. Similarly we will work alongside new partners from across the City to co-ordinate our actions to have the greatest impact.

We must acknowledge that this plan will also take us through some tough times where partners will change and our collective purse tightens. Our advantage though is that we already know that working together helps us to do more than we ever could alone.

Together we will continue to share our expertise. We will continue to work with children, young people and families to provide the services they need. We will continue to enable every child to have the childhood that they deserve.

**Cllr Mrs Joan Watkins**  
**Chair of Plymouth Children and Young People's Trust Board**

## What we have achieved so far

Delivery of the 2008-2011 Children and Young People's Plan has been a huge success. Here is a snapshot of our partnership work over the past three years!

### BE HEALTHY

**WE SAID WE WOULD: Reduce health inequalities** because we know that across the city there are big differences between health outcomes depending on the circumstances, such as deprivation. 41% of children and young people in Plymouth live in the most deprived neighbourhoods.

#### WE HAVE –

- Rolled out the **'Healthy Schools'** programme across the City - 97% of schools now take part, with 53% also engaged in the **'Healthy Schools Plus'**, focusing on specific issues such as mental health, obesity and sexual health.
- Ensured that the **Great Expectations** antenatal programme is delivered through all our Children's Centres in partnership with Midwives, Health Visitors and Mental Health Workers.
- Promoted healthy eating and cooking in schools and across communities - we hosted **'Ready Steady Cook'** style events and helped set up allotment projects to grow fresh produce. This has helped to raise awareness about the importance of healthy eating, although work is still needed to encourage further take up of Free School Meals!
- Successfully introduced an **'Opt Out'** scheme to help expectant mothers and fathers to stop smoking before the birth of their child.
- Extended breastfeeding peer support training across the City – there are now 14 'Latch On' support groups providing early breastfeeding support to mothers.

**WE SAID WE WOULD – Improve children and young people's mental health**, as we know one in four children and young people will experience emotional or mental health problems at some time during their childhood.

#### WE HAVE –

- Reorganised the way in which we provide mental health services for children, young people and their families. This now includes a new community based outreach team as well as dedicated teams for children in care, children with a disability and young offenders.
- Implemented a multi agency pilot project to deliver schools based mental health support to children and young people – this has involved training of school staff, co-location of Primary Mental Health Workers within schools, and partnership working across agencies including Educational Psychologists, Parent Support Advisors and Learning Mentors.
- Developed a pathway to support mothers and their babies, including early identification and treatment of post natal depression.
- Started a groundbreaking pilot project to address the stigma associated with mental health problems, through young person led participation activities.

## STAY SAFE

**WE SAID WE WOULD – Reduce bullying across the city**, because children and young people have stated that bullying is a key concern to them, and a barrier to them feeling secure, happy and able to get on with life.

### WE HAVE –

- Launched a city wide, multi agency **‘Tackling Bullying Together’** Strategy, along with a practical toolkit to support anyone working with children and young people who may need support and guidance around bullying behaviours.
- Provided training and held awareness raising events to tackle **cyber bullying**. Plymouth’s Safer Internet Day included online safety videos and training delivered to 400 young people aged 9-10yrs on cyberbullying.
- Continued to roll out the Bully Busters initiative through four primary schools and a community youth group to raise awareness and empower young people to deal with bully behaviour themselves. While we have seen a reduction in bullying in line with the national trend, locally we have seen a rise in children and young people worrying about bullying – this is likely due to the work being undertaken to raise the profile of bullying across the city.
- Developed an Online Safety Toolkit for early years settings, which was launched locally by Childcare expert and TV presenter Dr. Tanya Byron because she was so impressed with it.

**WE SAID WE WOULD - Continue to strengthen safeguarding services**, as these are critical to protect some of the most vulnerable children and young people across the city.

### WE HAVE –

- Ensured that 100% of child protection cases are reviewed on time. Work needs to continue in this area to maintain this high standard.
- Established a full multi-agency child protection training programme run by the Plymouth Safeguarding Children’s Board.
- Launched the **Plymouth Pledge** for our children in care, outlining what we have pledged to do as part of our Corporate Parenting role.
- Increased the skills of Foster Carers through introduction of the Payment for Skills scheme, which is a career ladder with four payment levels. Foster Carers can progress through the levels as they develop their skills and care for children with more complex needs.

**WE SAID WE WOULD – Reduce children and young people’s unintentional accidents and injuries** across the city. Road accidents and accidental poisonings remain an area of concern in Plymouth, and we also know there is a relationship between deprivation and accidents, particularly in the home.

**WE HAVE –**

- Rolled out the **‘Safe at Home’** project to families in the more deprived areas of the City. Delivered through Children’s Centres in partnership with health, police and the fire service, this project has helped 657 families so far. Nearly two thousand families in total have also received additional education around various aspects of safety in the home.
- Worked across the Trust to deliver awareness and educational events around accident prevention, such as **Junior Life Skills** aimed at 10-11 year olds, which showcases a range of risk scenarios, including electrical safety, fire safety and water safety. The annual **Learn to Live Event** is aimed at emerging drivers and passengers and promotes safety on the roads.

## ENJOY AND ACHIEVE

**WE SAID WE WOULD – Enable children and young people to have fun** as they told us there was not enough focus on ‘enjoying’.

### WE HAVE –

- Rolled out the **‘Summer Mix’** programme to young people 11 to 19yrs, which offers 86 different fun and educational accredited course for free. 1044 young people enrolled to attend a course in 2010.
- Established the Allsortz package of services in and around schools to enable disadvantaged children and young people to access activities that they would not otherwise be able to afford.
- Installed Play Pods in five primary schools to raise the profile of the importance of play in schools during break times.
- Introduced free access to Council leisure facilities for children in care. Activities available include swimming, badminton, squash and access to gym facilities.
- Enabled disabled children and young people to access mainstream leisure activities and holiday clubs including sailing, outdoor adventure, music, theatre and dance.

**WE SAID WE WOULD – Improve attainment, particularly in Maths and English at all stages**, as we know that children and young people want to learn and achieve in the current economic climate, and are aware of the increased competition for employment.

### WE HAVE –

- Built and opened three new primary schools, as well as established two academies.
- Established a virtual school for children in care with their own virtual head teacher. In 2009, our highest ever attainment results for these young people were achieved.
- Developed an integrated curriculum across primary and secondary schools in response to young people asking for more active lessons e.g. outdoor learning.
- We have significantly narrowed the gap between students who gain 5 or more A\*-C GCSEs (including English and Maths) in more deprived neighbourhoods compared to more affluent neighbourhoods.
- The number of schools that do not achieve national targets for young people 14-16yrs has reduced significantly.
- Enabled **‘Stories in the City’**, to raise awareness of the importance of reading by linking up community and commercial groups with primary schools across the City. In 2010, over 40 venues hosted story times for pupils aged 5-11yrs.

## **MAKE A POSITIVE CONTRIBUTION**

**WE SAID WE WOULD – Reduce risk taking behaviours, such as substance misuse, unprotected sex and criminal activities,** as all three issues remain a major concern for us in the City.

### **WE HAVE –**

- Made real steps to reduce the numbers of teenage pregnancies, but we are still above the national average and need to continue our work with young people. This includes the roll out of **‘clinic in a box’** in youth centres as well as a dedicated young person’s sexual health clinic.
- Set up **‘Streetwise’** - where Youth Workers team up with the police and other Council services to identify young people who are causing concern within the community. The project offers activities such as football and break-dancing, but also has an enforcement aspect.
- Launched **‘Operation Stay Safe’** – to protect young people who are out on the streets late at night and who are at risk of becoming victims of crime, or of being drawn into criminal behaviour.
- Significantly improved access to specialist drug and alcohol treatment for young people.
- Reduced the number of young people who are entering the criminal justice system for the first time.

**WE SAID WE WOULD – Improve opportunities for young people to make a positive contribution,** as we want to ensure that children and young people are positively involved at all levels in developing both their own futures and the future of the City.

### **WE HAVE –**

- Increased opportunities for children and young people to become more involved in decision making, such as the Equal Voices project, Youth Council, Listen and Care Council and locality youth forums.
- Implemented **‘Hear by Right’**, to help services follow best practice on the safe, sound and sustainable participation of children and young people.
- Engaged with parents through the Plymouth Parent Partnership, including Parent Support Advisors who are attached to every school in the City and provide advice and support to parents.
- Enabled young people aged 13-19yrs to successfully use the £300,000 annual youth opportunity and capital fund to apply for projects under ‘places to go’ and ‘things to do’.

## ACHIEVE ECONOMIC WELL-BEING

**WE SAID WE WOULD – Raise young people’s aspirations, with particular support for young people who are not in education, employment or training,** as we want to ensure they have the skills and tools they need to achieve their own potential.

### WE HAVE –

- Launched the **Children’s University** and roll out has begun in two localities. To date, over 500 passports have been requested.
- Developed a ‘Plymouth Promise’ for young people which outlines a set of key entitlements, such as ‘Have access to residential experience’ and ‘Be offered the opportunity to help others through voluntary activity’ for all children and young people in the City.
- Nearly finished our Career Related Pathfinder pilot for children aged 7-11, which includes a range of career related learning activities.
- Guided the majority of our care leavers to ensure that they are in education, employment or training when they turn 19.

## What we will do over the next three years

The Plymouth Plan, endorsed by Plymouth2020, creates four shared priority areas for the City. Many of the Children and Young People’s Trust partners will have a part to play in delivering that through:

- **Delivering Growth:** Developing Plymouth as a thriving growth centre by creating the conditions for investment in quality homes, jobs and infrastructure
- **Raising Aspiration:** Promoting Plymouth and encouraging people to aim higher and take pride in the City
- **Reducing Inequality:** Reducing the inequality gap, particularly in health, between communities
- **Providing Value for communities:** Working together to maximise resources to benefit customers and make internal efficiencies

For example, schools will have a part to play in increasing the overall satisfaction with the local area, GPs can contribute by increasing the value of goods and services that they buy from civil society organisations, youth groups can help achieve recycling targets.

This Children and Young People’s Plan 2011-14 describes how agencies in the Children and Young People’s Trust will work together to achieve the children and young people related outcomes from the Plymouth Plan. It will build on the work undertaken over the last three years, and covers services for all children and young people in Plymouth aged 0-18, as well as:

- Young people who are care leavers and aged 19 or over
- Young people up to the age of 25 with a disability

This plan outlines the direction of travel for the Children and Young People’s Trust for the next three years. Its priorities, presented within this section, have been identified based on the Plymouth Report which looked at the needs of the city combined with more detailed understanding of needs and the shared learning over the past three years.

This plan aims to take the Trust’s partnership work to the next level, by addressing the priority issues and areas of need that require our collective attention. In line with the Government’s overall vision to “help children achieve more”, our priorities for 2011-2014 show how we will continue to work together to further improve outcomes for our children, young people and families in Plymouth.

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<b>Reduce inequalities</b>	<b>1. Tackle child poverty</b>	<p>I.1 Remove barriers to work e.g. childcare, skills.</p> <p>I.2 Maximise income for families most affected by the economic situation e.g. take up of in-work benefits, tax credits and free school meals, and access to money and debt advice.</p> <p>I.3 Improve access to decent homes for families e.g. fuel poverty, mortgage rescue, reduce temp housing.</p> <p>I.4 Improve young people's ability to manage finances sensibly.</p>
	<p>Reducing inequalities across the City is a concern for all partners. Tackling child poverty and its impact has been named as a top priority. Many partners have an important role in reducing child poverty by supporting more families into work and by breaking the generational cycles of worklessness.</p> <p>The effects of inequality and deprivation have been felt across all services working with children, young people and families. In the last Children and Young People's Plan, many of our priorities - improving attainment, raising aspirations and reducing health inequalities - were closely related to child poverty.</p> <p>We responded by targeting some of our key services in the most deprived localities, by opening up free leisure opportunities and delivering the Plymouth Promise to our young people, by providing subsidized holiday clubs and child care across the City, and by focusing on getting young people most at risk of poverty into education, employment or training – such as young parents, disabled young people or young offenders. With reduced grant settlements we may not be able to offer the same level of support.</p> <p>Our response has had an impact on those we have reached, but we know that child poverty is a societal issue that requires a broader societal approach. In response to the Government's call to eliminate child poverty by 2020, we will now join forces across partnerships in the City to tackle the root causes of poverty together, and reduce its effects on families. This will mean linking to other priority areas, including the new Housing Strategy and helping parents back into work, including better paid employment through childcare.</p>	

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<b>Reduce inequalities</b>	<b>2. Provide all children with the best possible start to life</b>	<p>2.1 Improve the physical and mental health and wellbeing of children and young people.</p> <p>2.2 Strengthen multi-agency child protection across the City.</p> <p>2.3 Provide early support for young people and families with multiple problems, with an emphasis on hidden harm and domestic abuse.</p>
	<p>The other key element of reducing inequalities is the focus on health inequalities for all ages. Partners can have a positive impact on the health and wellbeing of children and their families, for example offering family exercise or cooking classes or promoting smoking cessation. Helping families with multiple problems such as substance or alcohol misuse or domestic abuse does have a positive long term impact on the health of the City's population.</p> <p>Providing a solid foundation for any child or young person is essential to enable them to fulfil their potential. Within the last plan, we recognised that addressing health issues early in childhood can improve their outcomes later in life, and significant strides have been taken to improve our children and young people's health.</p> <p>The Trust has invested heavily through community based settings such as Children's Centres and schools to promote healthier lifestyles, such as healthy eating, smoking cessation, specialist support for children with complex needs, and mental health support to address post natal depression or to deal with the grief associated with losing a parent.</p> <p>The Trust was praised for its work during Ofsted's safeguarding inspection, demonstrating our continued improvements to child protection. We have strived to ensure our children in care achieve well at school, experience good health and receive the quality of care and support expected as part of our Corporate Parenting role. Keeping children safe is at the heart of all we do and we will not let our standards slip.</p> <p>We know we must do more to enable families at an earlier stage to manage their problems before they become too big and complex. Domestic abuse and hidden harm continue to be a key concern across the City and we need to address these urgently in order to keep children safe within their families.</p> <p>In the background, health services are radically transforming with spending power reducing and moving to GP practices. It is vital that we support these new partners to play a full part in the thriving Children and Young People's Trust.</p>	

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<b>Raise aspirations</b>	<b>3. Improve levels of achievement for all children and young people</b>	<p>3.1 Improve educational achievement levels, particularly in Maths and English.</p> <p>3.2 Improve the educational achievement of vulnerable groups.</p> <p>3.3 Build self confidence and promote the well-being of children and young people.</p>
	<p>Plymouth's Aspiration theme relates to promoting Plymouth, encouraging people to aim higher and to take pride in the City. All partners can support this work by inspiring and encouraging children and their families to raise their sights or by physically improving their local environments or perhaps taking part in one of the many major sporting or cultural events in the City.</p> <p>Achievement can mean different things to children and young people. It can mean overcoming a personal hurdle, or reaching a goal, be it passing an exam or learning a new skill. Whatever the achievement, it gives children and young people a sense of pride, and provides the confidence they need to push further.</p> <p>There are close links between aspirations and achievement, and both are linked with issues such as poverty, parental attitudes, health and even gender. We have come a long way over the last three years to raise the aspirations and achievement levels of our children and young people. We have built new schools, refurbished others and created a virtual school for our children in care. We continue to promote reading across primary schools, have redesigned the curriculum to make lessons more active and inspirational, and have significantly raised attainment in those schools serving the most deprived localities. In terms of primary schools we recognise that there are still challenges to overcome.</p> <p>We have also learnt that we need to sustain such achievements, and focus on those areas that still require our partnership approach. This will be more important because the Academies Agenda and changes to funding settlements have put more emphasis on schools to deliver and commission services to improve achievement. Partners need to continue to work together to support children's learning. We know that when children and young people are confident and have self belief, they are much more able to achieve so we will continue to support anti-bullying initiatives and make sure that children have appropriate adults they can talk to if they have a problem. There are some key groups who, despite our collective efforts so far, still struggle to achieve at school, for example boys, and we must look at how we can support them. There are also children who excel, and who deserve the inspiration and support to help them achieve their goals too.</p> <p>Services can also play an important role in improving skills and achievement for all ages, for example through family learning.</p>	

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<b>Deliver growth</b>	<b>4. Equip young people with skills, knowledge and opportunities to make a successful transition to adulthood</b>	<p>4.1 Maximise engagement opportunities with employers, especially for vulnerable 14-19 year olds.</p> <p>4.2 Develop high quality apprenticeships for young people.</p> <p>4.3 Extend opportunities for young people to develop employability skills in science, technology, engineering and mathematics.</p> <p>4.4 Encourage entrepreneurial aspirations among young people.</p> <p>4.5 Excite and prepare young people for transitions, particularly the transition to secondary school, and from children's to adult's services.</p>
		<p>Across the City the Growth Agenda seeks to develop Plymouth as a thriving growth centre with an emphasis on increasing the number of jobs, better wages and better connectivity with key markets. All partners can contribute to this area by promoting local businesses, offering suitable childcare, and helping families into work.</p> <p>For many young people, the road towards adulthood is lined with milestones to achieve and hurdles needing to be overcome plus there is a raft of emotional and physical changes to be dealt with. Over the past three years, we have given young people a great start by raising attainment levels across the City at all ages, and helping more young people to find employment or further education/training opportunities.</p> <p>We recognise however that in the current financial climate, and faced with rising unemployment levels, we must respond as a partnership to ensure that young people are well prepared and equipped for the world that awaits them. This includes matching of skills to what the job markets need, encouraging young people to set up their own small business, and equipping young people with the ability to manage finances and to know how they will need to become independent and self sufficient. We will work alongside other citywide partnerships such as Wealthy and Wise theme groups to help them meet their goals. This is a priority area where Central Government spending has been cut, with reduced peninsular-wide investment in services like Careers South West.</p> <p>Some young people will find it hard to make the journey to adulthood, and while we have taken significant steps to improve our services for those over 16yrs, particularly for those with a disability or mental health problem, we know many are still struggling once they are no longer considered as a child at the age of 18.</p>

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<b>Provide value for communities</b>	<b>5. Tackle risk taking behaviours through locality delivered services</b>	<p>5.1 Deliver intensive youth support to meet the needs of vulnerable young people aged 11-19yrs.</p> <p>5.2 Promote citizenship and volunteering opportunities</p> <p>5.3 Enable young people to take responsibility and to make safe and informed decisions through the provision of timely and appropriate information and guidance.</p>
	<p>Providing value for communities is about maximising the resources – cash, assets and skills in the city and making efficiencies. Partners will be supporting this in every priority area by offering the most efficient and effective services, listening to our communities and considering areas where we can share resources. For example, the Fire Service has made small changes to how it does Home Safety checks to tackle the problem of accidental poisoning or injuries in the home.</p> <p>We are reorganising services around a locality-based model in order to tailor support to need in the community. This provides a closer link to neighbourhoods and an opportunity for partners to hear the views of residents more directly, for example we know that anti-social behaviour and young people not having enough to do are regularly voiced as concerns.</p> <p>Another key area is to provide early intervention in those areas that damage young people's life chances and ultimately cost the state more in the long run. In the last three years we have made significant progress in reducing our teenage conception rate and tackling substance misuse. However, our performance indicators and needs assessment show that we now need to target our interventions more closely, more intensely and at an earlier stage at young people most at risk.</p> <p>Across the Trust we recognise the main areas of harmful risk for this City, and will focus on addressing these in particular – alcohol, repeat offending and anti social behaviour. We understand that by focusing on these we will also be able to tackle other risk taking behaviours as well.</p>	