



PLYMOUTH CHILDREN AND YOUNG PEOPLE'S PLAN 2011-2014

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Leadership statement

We've got lots to be proud of in our City.

We're living in one of the most vibrant and geographically stunning cities in the World. Our children thrive growing up in this environment and have opportunities to be part of a growing City.

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. This plan cements that commitment for the next three years and will challenge us to make a difference to the life chances of children, young people and families, and in turn to all Plymouth residents and businesses. It is not an exhaustive list of everything that we do, but reflects our shared priorities as a partnership.

Over the last three years, we have worked together with colleagues new and old, have learned and grown alongside each other, faced challenges shoulder to shoulder and been rewarded and celebrated by our peers. Ofsted's good rating in our 2010 announced inspection is the most recent landmark.

Nationally, Children's Trust arrangements are no longer mandatory, but our local Trust Board have made a collective decision to continue to work together to make a difference. The Plymouth2020 partnership has recognised the importance of the partnership and endorsed it. As a Plymouth2020 theme group, the Children and Young People's Trust contributes to the City's vision and four shared priorities. This three year plan sets out our contribution and will give us the direction we need to keep us moving together to have the biggest positive impact, demonstrating that we are listening and responding to what children, young people and parents are telling us.

This plan will also take us through some tough times where partners will change and our collective purse tightens. Our advantage 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.

Councillor Joan Watkins
Chair, Plymouth Children and Young People's Trust Board

Who we are

The Plymouth2020 Partnership brings together organisations from the public sector such as the local council, the police and health service, the private sector (local businesses) and the voluntary and community sector to identify and address common issues across the City. Plymouth2020 recognises the value of working together to achieve the City's vision of becoming **'one of Europe's finest, most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone'**.

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 these 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.

The Children and Young People's Trust is an effective, formal partnership that brings together key agencies, partners and individuals across the City who are committed to improving outcomes for children, young people and families. The voice of parents, children and young people is central to the work of the Trust.

'Partnership working is outstanding at both the strategic and operational level. The Children's Trust goes much further than just fulfilling its basic duties'

2010 Ofsted / CQC Inspection of safeguarding and looked after children services.

The Children and Young People's Trust was brought more formally into the wider Plymouth2020 Partnership in 2010 and asserts its contribution to achieving the City's vision as;

'We want all our children to live, grow, achieve and exceed in their hopes for the future'

This Children and Young People's Plan 2011-14 describes how partners across 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 or who have a disability up to the age of 25yrs.

In outlining the direction of travel for the Children and Young People's Trust for the next three years, this plan aims to take partnership work to the next level, 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.

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 –

- Enabled 97% of our schools to achieve Healthy School status. **Healthy Schools Plus** has also been rolled out, focusing on issues such as mental health and obesity. In these schools, more young people eat healthier packed lunches and are better at managing their feelings and are more ready to learn.
- Ensured that the **Great Expectations** antenatal programme is delivered through our Children's Centres in partnership with midwives, health visitors and mental health workers. In the past 18 months we have seen an approximate 33% increase in the number of expectant mums attending the programme.
- Promoted healthy eating in communities through **Ready Steady Cook** style events and allotment projects to grow fresh produce. This has contributed to a reduction in obesity levels in primary school children and increased school meal take-up in primary schools to 36%.
- Successfully introduced an '**Opt Out**' scheme to help expectant mothers and fathers to stop smoking before the birth of their child. As a result, referrals of pregnant smokers have gone from less than 25% to over 90%, leading to twice as many mothers quitting before the birth of their baby.
- Extended breastfeeding peer support training across the City – there are now 14 **Latch On** support groups providing early breastfeeding support to mothers. This has contributed to a 6% increase in our breastfeeding rates over the past three years.

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 **child and adolescent mental health services**. This has improved our ability to deliver services in the community, minimising disruption to children's lives and avoiding hospital based care. We have received excellent feedback from young people and reduced waiting times.
- Piloted the **Targeted Mental Health in Schools** project (TaMHS). During 2010, 65 triangular consultations took place between primary mental health workers, school and parents to develop strategies to meet the child's mental health needs. In addition, 88 mental health promotion sessions took place, reaching over 1,730 pupils. 31 parent drop-in sessions took place in schools, and the TaMHS team delivered training to 373 school staff.
- Developed a pathway to support mothers and their babies, including early identification and treatment of post natal depression.
- Started a groundbreaking pilot project focused on tackling stigma through the use of children and young people's participation. This has included the development of a project asking children and young people to identify their mental health **five a day**. From all the contributions made, children and young people were asked to vote for their top five and they chose the following: Friends, Family, Music, Pets and Playing!

STAY SAFE

WE SAID WE WOULD – Reduce bullying across the city, because children and young people have said that bullying is a key concern to them, and a barrier to 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.
- Rolled out **Bully Busters** across four primary schools and a local community youth group to raise awareness and empower children to deal with bully behaviours themselves. In 2009, 55% of school aged children surveyed said that they had experienced bullying - in 2010, this had reduced to 35%. While we know that children still worry about bullying, the major shift is that it is now OK to tell.

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 –

- Been judged by Ofsted as **outstanding** around our outcomes that show effective identification of children and young people who are in need of safeguarding and child protection services.

'The partnership delivered outstanding work to secure the safety and well-being of young children and provided a high level of support to their parents' 2010 Ofsted / CQC Inspection of safeguarding and looked after children services.

- Skilled up our workforce through delivery of a multi-agency **child protection training** programme run by the Plymouth Safeguarding Children's Board. 11 courses are offered to increase understanding about issues including child protection, hidden harm, sexual abuse, e-safety and domestic abuse. More than 5500 staff across the City have received this training over the last three years.
- Delivered the **Plymouth Pledge** for our children in care, outlining our commitments to enable them to feel safe and well cared for.
- Continued to deliver high quality support that improve outcomes for children and young people by restructuring our specialist Family Support Services, transforming our Adoption Services and maintaining an outstanding Fostering Service.

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.

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 2 Live** event is aimed at young drivers and passengers and promotes safety on the roads. Following the first Learn 2 Live event in 2009, casualties in the 16 to 24 age range decreased by 52%.

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 aged 11-19yrs, which offers 86 different fun and educational accredited course for free. 1044 young people enrolled to attend a course in 2010.
- Delivered the **Allsortz** package of services enabling disadvantaged young people to access activities they would not otherwise be able to afford. Parents have told us about increased confidence and self-esteem, better communication and raised aspirations of those who took part.
- 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, theatre and dance. This has helped them make new friends and increased their self-confidence by taking part in new and exciting activities. In addition, the numbers of disabled children accessing short breaks has increased from 300 in 2007/8 to 1713 in 2010/11.

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, and established two academies, resulting in greater student engagement, student motivation as well as raised aspirations for success.
- Established a **virtual school** for our children in care with their own virtual head teacher. In 2009, our highest ever attainment results for these young people were achieved.
- Significantly narrowed the gap between students who gain 5 or more A*-C GCSEs (including English and Maths) in the most deprived and most affluent neighbourhoods and achieved the best ever GCSE results in the City which are above the national average.
- Developed an integrated curriculum across primary and secondary schools in response to young people asking for more active lessons, e.g. outdoor learning.
- 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.
- Improved the percentage attaining a good level of development in the Early Years Foundation Stage from 51% in 2009 to 56% in 2010, and narrowed the gap between the highest and lowest scoring pupils from 31.5 in 2009 to 30.2 in 2010.

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 teenage conceptions, including **‘clinic in a box’** and a dedicated young person’s sexual health clinic. The latest official data shows that Plymouth's rate is now 44.3/ 1000 females aged 15-17. This reflects a percentage change in the rate from baseline in 1998 of 19% - higher than both England and the South West.
- Set up **‘Streetwise’** to identify young people causing concern within the community and to offer diversion activities such as football and break-dancing. Anecdotal results for some young people reached by the project shows they have less contacts with police, and are more likely to stay in school.
- 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, with more young people now better able to manage their drug and alcohol use. 2010 saw 143 enter the young peoples’ treatment service compared with only 57 in 2006, representing a 151% increase.

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 through the Equal Voices project, Young Reps (Shadow Trust), Youth Council, Listen and Care Council and locality youth forums. These groups have directly helped shape services across all agencies.
- Engaged with parents through the **Plymouth Parent Partnership**, including Parent Support Advisors who are attached to schools across 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** to provide 7-14yr olds with a range of exciting and innovative learning activities and experiences outside normal school hours. A recent evaluation shows that being in the Children’s University significantly improves school attendance, with achievement significantly better at Key Stages 1 to 3 for children who attended compared to those who did not.
- Developed a **‘Plymouth Promise’** for young people which outlines a set of key entitlements for all children and young people in the City.
- Seen our numbers remain stable for young people entering employment, education and training during extremely difficult times. NEET figures were at 6.6% at the end of 2010.
- Helped nearly 80% of our care leavers into education, employment or training, and 95% are living in suitable accommodation.

Guiding principles

1. We all have a role in improving the wellbeing of children, young people and their families.
2. Valuing the views and role that children, young people and their families have in developing Plymouth's future. Participation is about providing choices and opportunities for children, young people, parents and carers to have an input into decisions that affect their lives.

'The voice of Plymouth's children and young people is at the heart of the Children and Young People's Plan' (Ofsted 2010)

3. The safety of children and young people is paramount. All staff working with children and young people are expected to understand and to respond to child protection concerns, and to follow the regional child protection guidelines at www.swcpp.org.uk.
4. Prevention and early intervention are critical. The right help at the right time - ensuring that the needs of children, young people and families who are vulnerable to poor outcomes are identified early.
5. Delivery of integrated, locality based services to enable agencies to work together to deliver services that are high quality and efficient, and coordinated around the needs of children, young people and families.
6. Inclusive services and opportunities enable and empower children and young people to belong, to participate, and to be valued for who they are.

Inclusion is about:

Belonging – being welcome, safe and secure.

Participating – being a part, not apart.

Being valued – listened to and responded to.

Equality of opportunity – access to play, learning, leisure and all aspects of life.

7. The Voluntary and Community Sector play a vital role in improving outcomes for children, young people and families.
8. There are a number of priority vulnerable groups identified across all Trust partners:
 - Children with special educational needs
 - Disabled children and young people
 - Young offenders
 - Children in care / care leavers
 - Children with a child protection plan
 - Ethnic groups including black and minority ethnic groups, asylum seekers and refugees and gypsy and traveller families
 - Service families
 - Young carers
 - Children in receipt of free school meals
 - Young parents
 - Children whose parents are detained in prison
 - Children with an identified mental health problem

Our priorities for 2011-14

The Children and Young People's Plan 2011-2014 priorities, presented within this section, have been identified based on the Plymouth Report, which looked at the needs of the city combined with a more detailed understanding of needs and the shared learning of Trust partners over the past three years.

The themes set out below demonstrate how agencies will work together to deliver the City vision and four shared priorities. These are also in line with the Government's overall vision to "**help children achieve more**", and 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
<p>Deliver Growth</p>	<p>1. Equip young people with skills, knowledge and opportunities to make a successful transition to adulthood</p>	<div data-bbox="711 569 1523 1010" style="border: 1px solid black; padding: 5px;"> <p>1.1 Maximise engagement opportunities with employers, especially for vulnerable 14-19 year olds.</p> <p>1.2 Develop high quality apprenticeships for young people.</p> <p>1.3 Encourage enterprising skills among young people.</p> <p>1.4 Commission Independent Advice and Guidance to ensure young people are supported to make informed choices, particularly for young people vulnerable to being Not in Education Employment or Training (NEET).</p> <p>1.5 Excite and prepare young people for transitions, particularly the transition to secondary school, and from children's to adult's services.</p> </div> <p>Children and young people have an important part to play in Plymouth's economic future. However, right now there is growing national concern about youth unemployment and the possibility of a lost generation.</p> <p>We know that....</p> <p>For many young people, the road towards adulthood is lined with milestones to achieve and hurdles needing to be overcome, alongside a raft of emotional and physical changes to deal with.</p> <p>Children and young people can feel under pressure to choose their options for later life, and they tell us that they don't know enough about the range of jobs that are available. Young people have suggested that they would value more interaction with local businesses and role models, for example through career talks, work experience or open days with local organisations.</p> <p>Transitions offer many young people new opportunities and expanding horizons. For others however, their eighteenth birthday can see more doors closing rather than opening. We need to make sure that doors remain open for all our young people throughout their childhood. We also need to recognise that becoming an adult isn't just about getting a job – that young people need to learn a range of everyday skills such as housework and budgeting, and to learn about the diverse range of community support that adults and families can access.</p> <p>In Plymouth:</p> <ul style="list-style-type: none"> ▪ The economic downturn is having a significant impact on the City as a whole, and this is being felt by young people in particular. ▪ The numbers of young people aged 16 to 18 who are not in education, employment or training remains a persistent challenge for the City. This affects our most vulnerable children and young people the most, many of whom will experience health problems, long term unemployment

and poverty as a result.

- Only 39% of our young people feel adequately supported to plan and prepare for adulthood.

“Important you learn how to be a good person when you’re older” (young person)

“We need better careers advice! Instead of being told that we can’t do something we would like more support to help us do the things we really want to do” (young person)

Why it is a priority....

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. Plymouth is targeting growth in industries linked to science, technology, engineering and mathematics (STEM), particularly marine science. All partners can contribute by promoting local businesses, offering suitable childcare, and supporting a changing skills base.

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 and more young people to find employment or further education/training opportunities. 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 there is still more to do.

We recognise 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 skills to job markets, encouraging young people to set up their own small business, and equipping young people with the ability to manage their finances and help them become independent and self sufficient. We will work alongside other citywide partnerships such as the Growth Board and Wise theme group 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.

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<p>Raise aspirations</p>	<p>2. Improve levels of achievement for all children and young people</p>	<div data-bbox="699 212 1528 499" style="border: 1px solid black; padding: 5px;"> <p>2.1 Improve educational achievement levels, particularly in Maths, English and Science.</p> <p>2.2 Improve the educational achievement of vulnerable groups, including young carers and children in care.</p> <p>2.3 Build self-confidence and promote the well-being of children and young people especially through a sense of belonging and inner confidence</p> </div> <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. There is a growing recognition of the need to nurture culture and creativity at every stage to enable young people to unlock their own talent and respond confidently to changing situations. In this plan we are placing a clear emphasis on attainment to enable our children and young people to achieve their potential.</p> <p>We know that....</p> <p>Achievement gives children and young people a sense of pride and provides the confidence they need to push further. Achievement starts before school – in the home and in early years’ settings and parents play a really important nurturing role whether through reading at home, getting involved in school activities or making use of the wide range of free learning activities in the City, such as the museums, parks or libraries.</p> <p>In Plymouth:</p> <ul style="list-style-type: none"> ▪ While we have significantly raised our levels of attainment at Key Stage 4, we are still below the national average. ▪ There is a high standard of education with a broad base of courses, including vocational based, throughout the citywide campus ▪ The percentage of pupils with a statement of special educational need is higher than the national average. ▪ Children and young people who are unhappy or who have a lower sense of self and self esteem often have lower aspirations and expectations. ▪ Parents play an important role in nurturing aspirations and want to be more engaged in their children’s learning at many levels. <p><i>“If you get school right you can do the rest” (young person)</i></p> <p><i>“Just being involved gives me such a sense of achievement” (young person)</i></p> <p><i>“There needs to be more support to be able to go at our own pace – we feel rushed into decisions on our options, as well as being rushed through subjects / topics in class” (young person)</i></p> <p>Why it is a priority....</p> <p>Plymouth’s Aspiration theme relates to promoting Plymouth and 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, by physically improving their local environments or taking part in one of the many major sporting or cultural events in the City.</p>

We have made good progress but know there are areas that still require our partnership approach. The Academies agenda and changes to funding settlements puts more emphasis on schools to deliver and commission services to improve achievement. It is critical that partners continue to work together to support children's learning.

Children and young people are better able to achieve when they are confident and have self belief, so we will continue to focus on issues including anti-bullying initiatives and make sure that children have appropriate adults to talk to if they have a problem. There remain some groups who are more likely to struggle to achieve at school, for example boys and children in care and we must look at how we can support them. We must also support children who excel, and who deserve the inspiration and support to help them achieve their goals too. In Spring 2011, there will be a large deployment of service personnel to areas of conflict, and this may have a profound impact on the confidence and achievement of some children.

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
Reduce inequalities	<p>3. Tackle child poverty</p>	<p>3.1 Make child poverty everybody’s business.</p> <p>3.2 Reduce the number of children living in workless households.</p> <p>3.3 Reduce housing related child poverty.</p> <p>3.4 Reduce the inequalities that have the most negative impact on children’s life chances.</p> <p>3.5 Improve young people’s capability to manage finances sensibly.</p> <p>Reducing inequalities across the City is a concern for all partners. Tackling child poverty has been named as a top priority for the City, and as such is one of two priorities within this plan that is dedicated to reducing inequalities.</p> <p>We know that....</p> <p>The causes and consequences of child poverty, both temporary and persistent, are multiple and complex. Child poverty is not caused simply due to a lack of money in the family - it is the outcome of economic, environmental and social factors and inequalities that can damage a child’s development and limit and prevent children and young people from having many of the experiences and opportunities that others take for granted.</p> <p>In Plymouth:</p> <ul style="list-style-type: none"> ▪ One in four children and young people live in families that receive means tested benefits. ▪ 63% of all children who had a Child Protection Plan during 2009/10 lived in the two most deprived localities. ‘Neglect’ is the most prevalent reason for being made subject to a Child Protection Plan – and is cited as the primary reason for 43% of children with a plan. ▪ There is an educational attainment gap in the city. Children in receipt of Free School Meals often achieve lower grades than their peers. ▪ The housing stock condition in the city has deteriorated significantly over the last five years - the most vulnerable families are found in some of the poorest housing across Plymouth. ▪ Violence in the family was reported at 14.5% of the most deprived households compared to only 3.5% of the least deprived households. ▪ The North West and South West localities have the highest proportions of mothers who continue to smoke during pregnancy. <p>Child poverty is essentially a result of poverty in families. Nationally, it is recognised that it can only be effectively tackled if the four basic building blocks are addressed, as follows:</p> <ol style="list-style-type: none"> 1. Employment and adult skills: Increasing employment and raising incomes, so more parents are in work that pays. 2. Financial support: Improving financial and material support for families, so support is responsive to families’ situations. 3. Services for children, young people and families, in particular education, health and family support: Improving poor children’s life chances, so poverty in childhood does not translate into poor outcomes. 4. Housing and neighbourhoods: Tackling deprivation in communities, so the child’s environment supports them to thrive. <p><i>“It’s hard to get a well paid job for anybody here in Plymouth, let alone our younger people...” (Parent)</i></p>

“Pretending that you ‘forgot’ your lunch” (Child)

“It’s not children’s fault that they live in poverty” (Child)

“There should be a basic standard of living for all children – we don’t expect it to be perfect for everyone but there should be a minimum standard, like. safe, warm, food, clean water” (Young Reps)

“Just because we don’t have much money doesn’t mean I’m a bad parent” (Parent)

Why it is a priority....

We know that tackling child poverty can help to improve children’s lives today, and enhance their life chances later on to help them achieve their full potential in life.

The effect of inequality and deprivation on children’s lives is recognised 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 solving problems caused by child poverty. While we will continue that focus and to build up children and young people’s resilience to cope with poverty, this plan also tackles the issue head on. We will embrace emerging national policy around child poverty, including, amongst others, a continued focus on early years’ support, parental engagement in a child’s development and learning, increasing parental employment and improved quality of housing.

Tackling child poverty requires a concerted and unified approach. All partners across the Trust and the City have an important role in addressing the four building blocks of child poverty. We will work together with public, private and voluntary/community sector partners to link into existing efforts, plans and strategies including the City’s Child Poverty Strategy, as well as upcoming strategies for Housing, Economic Development and Financial Inclusion, to maximise the impact given the limited availability of resources.

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<p>Reduce inequalities</p>	<p>4. Provide all children with the best possible start to life</p>	<p>4.1 Improve the physical and mental health and wellbeing of children and young people.</p> <p>4.2 Strengthen multi-agency child protection across the City.</p> <p>4.3 Provide early support for young people and families with multiple problems, with an emphasis on hidden harm and domestic abuse.</p> <p>The second way in which we aim to reduce inequalities is to help children have the best start to life. Parents play such an important role in development throughout childhood and adolescence and we want to support parents to be good parents and to lead healthy family lifestyles.</p> <p>We know that....</p> <p>Childhood lays the foundation for all our futures – it is a crucial time of growth and development – it is also a time of increased vulnerability. Good parenting and healthy family lifestyles are critical supports to a growing child.</p> <p>It is widely held that during the first years of a child’s life, some of the most important physical and emotional aspects of development are set in place. To grow into healthy, happy adults, children require many things, including safe surroundings, a good diet, peer interaction, a variety of experiences, and someone to take care of them when they’re not feeling good.</p> <p>In Plymouth:</p> <ul style="list-style-type: none"> ▪ The number of low birth weight babies being born in the most deprived areas of Plymouth has increased over the past three years. ▪ Plymouth has seen an increasing number of referrals received by Children’s Social Care over the last four years – this represents a 90% increase in referral rates from seven years ago. ▪ Plymouth has 484 Children in Need per 10,000 compared to the national figure of 276 per 10,000. ▪ In 2009/10, the police saw a 15% increase in domestic abuse reporting compared to previous years. 44% of domestic abuse incidents involve drugs or alcohol. <p><i>‘I know there are no magical solutions – what I am looking for is a practical solution’ (parent)</i></p> <p>Why it is a priority....</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>Whilst prevention and early intervention is most effective when targeting younger children, it is recognised that barriers to achieving good outcomes can present at any time in a child’s life. Therefore models of early intervention need to meet additional needs and build resilience across all age ranges.</p> <p>In investing 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 we have had a positive impact on health</p>

and wellbeing. 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.

Keeping children safe is at the heart of all we do and we will not let our standards slip. We know we must do more to enable families at an earlier stage to manage their problems before they become too big and complex. Helping families with multiple problems such as parental mental illness, substance or alcohol misuse or domestic abuse will have a positive long-term impact on the health and wellbeing of the city's population.

2020 Priority	CYPP 2011- 2014 Priority	What we propose to do
<p>Provide value for communities</p>	<p>5. Tackle risk taking behaviours through locality delivered services</p> <p>Tackling risk taking behaviour at an early stage does provide value for communities. It demonstrates that we are responding to community concerns and making transformational changes to services.</p> <p>We know that....</p> <p>Risk taking behaviour is considered a normal and positive part of development, and supports the development of resilient, active, and positive young people who aspire to do the best they can for themselves and the world they live in. We also know that harmful risk taking behaviours, such as drug and alcohol misuse or unprotected sex can reduce opportunity, promote criminal or anti-social behaviour and cause physical and psychological problems.</p> <p>Children want to know more about risk. They want to know the signs to look for and how they can support their friends to say no to peer pressure. Young people are concerned about negative media images of teenagers and want to demonstrate that the majority of young people do not take part in harmful activities. As an example, two thirds of young people take part in positive, organised activities such as scouts, youth groups and sports clubs.</p> <p>In Plymouth:</p> <ul style="list-style-type: none"> ▪ There is a close link between harmful risk taking behaviours and the most vulnerable children and young people. Regular alcohol and drug misuse remains an issue for one in six young people. However, the latest data shows that while rates for teenage conceptions have fallen, they remain above national and comparable averages. The number of conceptions is highest in our most deprived neighbourhoods. ▪ In 2009/10, 22.2% of all offenders in Devon and Cornwall were aged 16 or under. ▪ There has been a significant increase in the number of young people aged 16 and above who are assessed as homeless. <p><i>“Be aware of the risks, know your limits and be sensible” (young person)</i></p> <p>Why it is a priority....</p> <p>Providing value for communities is about maximising our collective resources – cash, assets and skills in the city in order to make efficiencies. Partners will be supporting this in every priority area by offering the most efficient and effective services, listening to our communities and considering those areas where we can share resources.</p> <p>We are reorganising services around a locality-based model in order to tailor support to needs identified 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. We will also bring together vital services such as the Youth Service, the Youth Offending Service, education welfare and psychology services and health services for children and young people.</p>	<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>

Citizenship encompasses many aspects of the curriculum, including the environment, rights and responsibilities of consumers, democracy and taking informed and responsible actions. There is a high level of interest in this area and in young people's involvement in decision making through bodies such as school councils, youth cabinet. We want to continue to build on this work by engaging young people in shaping and contributing to their communities, for example in neighbourhood planning proposals.

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.

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 such as unprotected sex as well.

How we will deliver the plan

Delivery of this plan does not lie with any one person, agency or department - we must all play our part to deliver the plan, however small or big that part may be.

To help support its delivery, the Children and Young People's Trust, in partnership with other Plymouth2020 partnerships groups, will put in place key structures and processes.

Using a commissioning approach

This plan will help Children and Young People's Trust partners decide how to plan and allocate their collective resources in the best way possible to achieve its objectives. Commissioning provides the framework by which partners across the City can be clear about the outcomes we want, listen to the needs of children, young people and families and make best use of what we have to ensure value for money.

Making sure the right people are around the table

Overall responsibility of this plan lies with the Children and Young People's Trust Board, who will provide strategic direction and hold partners to account for their part in its delivery. Membership of this Board will be extended to reflect our collective role in achieving the City's four shared priority areas, alongside the changing status of our relationships with schools and GP Consortia.

Continued engagement with established participation groups such as the Shadow Trust (Young Reps), Youth Parliament and Plymouth Parents Forum will enable children, young people and families to have their say in how we are delivering the plan and the progress that we are making together.

Managing our performance

It is so important to make sure that we are able to review our progress, and to know what impact we are having on outcomes for children and young people, and what impact this is having on the City as a whole. We will develop detailed delivery plans that are aligned to the Plymouth2020 performance framework. Currently the Children and Young People's Trust has a number of partnership indicators that it is responsible for, as outlined in the table below.

Level 1 Indicators	Baseline	Target (2020)
NI 116 Reduce Child Poverty	22.1%	10%
Level 2 Indicators	Baseline	Target (2013/14)
NI 075 Achievement of 5 or more A*-C grades at GCSE or equivalent including Maths & English.	54.3%	65.0%
NI 80 Achievement of a Level 3 qualification by the age of 19.	39.3%	54.0%
NI 117 16-18 year olds not in education, employment or training.	7.3%	3.9%
NI 112 Reduce the Under 18 conception rate.	49.57 per 1000	37.8 per 1000
Reduce the gap in attainment at Key Stage 4 between the most and least deprived localities in the city.	28%	18%
Reduce the gap in vulnerable families by at least 50% between the fifth most and fifth least deprived neighbourhoods by 2020 from the 2010 baseline.	20.4%	16.3%
NI 64 Child protection plans lasting 2 years or more.	4.6%	2%
Decrease the rate of childhood obesity in Year 6 children by 10% by 2020.	16.5%	15.8%
17 VSB / NI 53 Prevalence of Breastfeeding at 6-8 weeks.	34.9%	52%

Building a skilled and informed workforce

To deliver this plan most effectively, we need to deliver the best possible services through a skilled and stable workforce, in sufficient numbers, and led and deployed effectively around the needs of children and young people.

To do this, we will continue to develop a workforce that:

- Is competent and confident;
- People aspire to be part of and want to remain in;
- Parents, carers, children and young people respect.

Next steps

The creation and agreement of this plan is based on a sound needs assessment and clearly sets out how we will support the four citywide priorities. Through consultation, the Children and Young People's Trust has built up momentum and enthusiasm amongst its stakeholders. In the first few months of 2011/12 we will build on that momentum through the following:

- Secure endorsement by the Children and Young People's Trust Board, Plymouth2020 Board, NHS Professional Executive Committee, and Full Council.
- Finalise governance arrangements for the design and implementation of the detailed delivery plans, including assigning champions and realigning existing partnership arrangements.
- Translate priorities into a set of delivery plans outlining commissioning intentions to be published in June / July 2011.
- Channel the feedback and enthusiasm generated during the consultation phase towards those groups and individuals that will be responsible for implementing the delivery plans.
- Communicate the plan as a set of commitments to Plymouth children, young people and families.