

The Southend Children's Partnership

Draft Children and Young People Plan 2011 – 2012 annual update

3 March 2011

{Inside front cover}

CONTENTS

1. FOREWORD
2. VISION AND INTRODUCTION
3. OUR PRIORITIES 2010 - 2013
4. NEEDS ASSESSMENT AND STRATEGIC ACTIONS
 - 4.1 **Poverty and aspiration**
 - 4.2 **Be Healthy**
 - 4.3 **Staying Safe**
 - 4.4 **Enjoy and Achieve**
 - 4.5 **Positive contribution**
 - 4.6 **Achieve economic well-being**
 - 4.7 **Enabling Priorities to Deliver the Children and Young People's Plan**

1. FOREWORD

We are delighted to present the Southend Children's Partnership Children and Young People's Plan annual update for 2011 – 2012.

This plan is supported by all of the agencies that make up the Children's Trust. We are positive about working together to improve the outcomes for every child and young person in Southend and have laid out in this plan clear priorities for achieving this.

Since we published our 2010 – 2013 Children and Young People Plan we have continued to make excellent progress:

- national performance measures show a very large majority of outcomes are in line or above the averages for England and similar areas
- our announced inspection of front-line child protection services found much that is strong and no issues that seem to be putting children whose circumstances make them vulnerable at risk of harm
- a large majority of all types of services, settings and institutions, childcare and primary schools inspected by Ofsted were 'good or better'
- the quality of secondary schools has improved in the last year, with two more being judged 'good' in their most recent inspections
- examination results at 16 continue to improve strongly
- there has been a very large reduction in young people offending for the first time
- the number of young people not in education, employment or training has fallen and is much lower than in similar areas
- good partnership working was demonstrated through the continuing success in reducing teenage pregnancies and the impact of preventative action to reduce the spread of sexually transmitted diseases.

This Children and Young People's Plan 2011 – 2012 is the key strategic document of the Southend Children's Partnership and drives all of our work in the planning, commissioning and delivery of services.

This document explains the revised priorities for 2011 – 2012 and summarises the key actions we will undertake to deliver these. The action plan that accompanies this document holds the detailed delivery targets and indicators by which we will measure our performance in meeting our priorities. These key actions will also cascade down into the plans of each individual partner agency and then on to each member of the children's workforce.

The partners are responsible, together and individually, to deliver this plan and we will regularly monitor our progress on this. We will publish an annual update of this plan for 2012 – 2013 which will review our progress against our priorities and set out the refreshed action plans.

Rob Tinlin
Chief Executive SBC and
Chair of Southend Children's Partnership

Insert name
Youth Mayor

2. OUR SHARED VISION

Our aim is simple – success for all. We want to make sure that all children and young people who live in Southend can take advantage of the opportunities which are available here and now and to help them to create more opportunities for themselves in the future. We will do this by:

- Helping them to raise their **aspiration** and **achievement**
- Ensuring they have the opportunities they need for **inclusion**
- Facilitating their **participation** in decision-making that affects their lives
- Providing them with **excellent** services and **excellent** outcomes

Excellence in outcomes for children and young people means:

- Children and young people aspire to be the best they can be
- Outcomes for children and young people are consistently in the top quartile of all councils and wherever possible in the top 10%
- Outcomes for all minority groups are consistent with their peers

Our drivers through which to achieve excellence are:

- Excellence in leadership and management
 - Leadership is ambitious, visible, models behaviours and values and sustains high quality services and outcomes; at all levels leaders inspire, model contagious positivity and encourage distributed leadership
 - Service quality is consistently high; services are at the cutting edge of best practice, finding innovative solutions that result in improved outcomes. Quality assurance, performance management and self evaluation lead to continuous improvement
 - There is a strong commitment to delivering and improving value for money and systems to evaluate this are well embedded.
- Children, young people and families influence provision
 - Children and young people have an independent voice
 - Children, young people and parents are active participants in service planning and review and routinely inform service improvement
 - Services are sensitive to diverse needs
- Successful Integrated working
 - Partners relentlessly focus on the needs of Southend's children and are responsive to the changing needs of children and families
 - Multi-agency working strengthens the impact of early intervention and prevention and builds resilience in those with higher level needs
 - Partners are professionally challenging and collaborative, and work to empower stakeholders and community groups
- Transformational culture

- People, skills and capability are in place to maintain high quality services
- There is a culture of continuous improvement, for which all staff take responsibility
- Across the Children's Partnership, all members of the children's workforce experience their context as a place where they can, and do, give of their best: staff enjoy the contribution they make and feel proud to work in Southend.

Our Values

We value as a partnership and within our community:

- Promoting the highest aspirations for our children, young people and their families
- Recognising that all children and young people have an equal right to excellent well-being and life chances
- Seeking the views of children, young people and families and acting on them
- Meeting the needs of children, young people and their families at the earliest possible stage
- Being responsible individually and collectively for the outcomes for all children
- Working together with mutual respect and openness with common systems, language and processes
- Working together to provide support and rigorous challenge
- Supporting, developing and valuing our staff to enable them to give of their best for all children
- Ensuring continuous improvement across the partnership

3. OUR PRIORITIES 2011-2012

CYPP 2011 -2012		Success for All				
		Be Healthy	Stay Safe	Enjoy and Achieve	Make a positive contribution	Achieve economic well-being
Our shared vision for all Southend children and young people is to: - help them to raise their aspiration and achievement - ensure they have the opportunities they need for inclusion - facilitate their participation in decision-making that affects their lives - strive for excellence in the services we provide	Our priorities for improving outcomes are:	Inspire high aspirations for children and young people by working with parents, communities and with children and young people to raise aspirations for all and particularly for vulnerable groups, and support families to improve outcomes for their children				
		Lift children and young people out of poverty				
		Improve the health outcomes of children and young people with learning difficulties and disabilities and Looked after children	Continue to improve the Safeguarding of children and young people in Southend through multi-agency work	Narrowing the achievement gap between vulnerable children and young people and others of their age	Ensure positive activities are available and accessible to young people, particularly those from vulnerable groups e.g. young carers	Influencing the quality and provision of sixth form colleges, reducing the level of NEET and improving level 3 achievement for those from lower income families
		Increase breastfeeding takeup and breastfeeding beyond 6-8 weeks	Reduce the need for children and young people to be looked after	Reduce school absenteeism and incidences of poor behaviour	Continue to reduce the impact of anti-social behaviour and offending on children, young people and the community	Improve the proportion of young people accessing higher education, especially those from low income families
		Improve outcomes in services for children's mental and emotional health	Reduce the number of children and young people who have experienced bullying including face to face, text or internet	Encourage the continuation of the delivery of extended services across all schools to ensure the inclusion needs of vulnerable children are met.	Ensure that every service can demonstrate policy change or service improvement as a result of user feedback	Improving transitions into adult life for children and young people with learning difficulties and disabilities
		Improve healthy living by encouraging healthy weights, reducing drug and alcohol misuse and teenage pregnancy and improving young peoples' sexual health	Reduce the impact of Domestic Abuse on children and young people's life chances	Ensure that every child has access to high quality school places that meet their needs	Improve the involvement in decision making for young people with LDD	Improve access to suitable housing for vulnerable 16-18 age young people and for vulnerable families
Enabling actions	Continue to strengthen multi-professional integrated working					
	Implement the Southend Children's Partnership workforce strategy					
	Align and develop new arrangements for GP commissioning					
	Strengthen joint work between SCP and other strategic partnerships to improve community well-being and cohesion					

6. NEEDS ASSESSMENT

6.1 Context

Southend is a vibrant seaside town situated 40 miles to the east of central London. Southend has many advantages as a place to live and work: relatively low crime rates; excellent leisure and cultural opportunities; a major centre for employment and shopping; many high-performing schools; a growing centre of excellence for Further Education; a 3 star NHS Foundation Trust and excellent transport links to London.

There are 37 infant, junior or primary schools (one of which has academy status), 5 special schools and 8 state maintained secondary schools. One of these secondary schools is amongst the lowest 200 in England for GCSE attainment. There are also four single sex grammar schools that are now Academies and are among the top 10 performing schools in the Essex County. The town has a large Further and Higher Education college, South Essex College, and a campus of the University of Essex, which opened in January 2007, offers Higher Education facilities for up to 2,000 students studying a range of undergraduate and postgraduate degrees. There are 14 Children's Centres operated by a range of organisations including third sector partners. These offer a range of integrated services aimed at families with children under 5.

Some key facts about Southend that set the context for our priorities:

- Population circa 164,200 (ONS 2009 mid year estimates) of which 39,200 are aged 0-19, with 10,600 being under the age of 5. This is a higher ratio of under 5s than both regional and national figures.
- Since 2004 -2005 there has been a sharp and continued increase in birth rates with a percentage increase of 18% however 2009/10 rates were fractionally lower than 2008/09.
- The Autumn 2010 school census showed 26,961 children attended schools in Southend within the primary, secondary and special school sectors
- Just over 18.1% of all school children are non-white British compared with 16% in 2009 and 14.8% in 2008; ethnic diversity is increasing at a faster rate than county and regional levels.
- The census of school children identified the mix of languages spoken in the home, the top six non-English languages are: Polish, Bengali, Urdu, Shona, Albanian and Czech.
- 18.1% of children are identified as having a special educational need (School Action 9.1%, School Action Plus 5.9%, Statemented 3.1%, Autumn 2010 school census)

Our 2010 Children's Services Assessment from Ofsted rates Southend as continuing to perform well, recognising that:

- National performance measures show a very large majority of outcomes are in line or above the averages for England and for similar areas.
- Results in national tests are all above average, except those for 11-year-olds which are just below. The achievement of 16- and 19-year-olds is very high.

- Arrangements for keeping children and young people safe are almost always good.
- A large majority of all types of services, settings and institutions inspected by Ofsted are good or better.

6.2 Child Poverty Needs Assessment

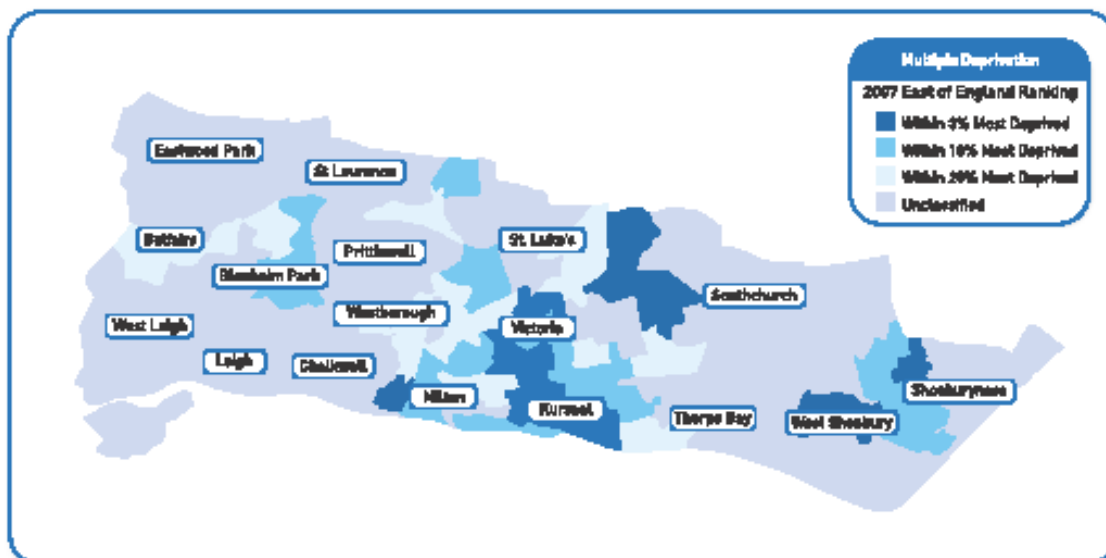
The cost to UK society of poverty and the many other social problems with which it is related is huge. While it is not easy to quantify all the consequences of poverty, here are some of the national annual costs directly or indirectly connected to child poverty, as an example:

- £3 billion spent on children by local authority services;
- more than £500 million to support homeless families with children;
- around £300 million on free school dinners;
- around £500 million on primary health care for deprived children;
- knock-on costs in lost taxes and extra benefits claimed by adults with poor job prospects, linked to educational failure at school

Some key facts that present challenges

- Across Southend it is estimated that 12,331 people (7.6% of the Southend's population) are living in the 10% most deprived areas of the country.
- There are 2 wards in Southend (Kursaal and Victoria) in which every lower super output area (LSOA) is ranked within 20% of the most deprived areas in the Eastern of England (see figure 1). There is an estimated 18,978 people living in these 2 wards which equates to 11.7% of Southend's population.

Figure 1 Deprivation ranking of wards in Southend



Officially, child poverty is defined by the national child poverty indicator (NI 116) as the percentage of children who live in families in receipt of out-of-work benefits *or*

in working families with an income less than 60% of the median national income (taking account of differences in household size and composition).

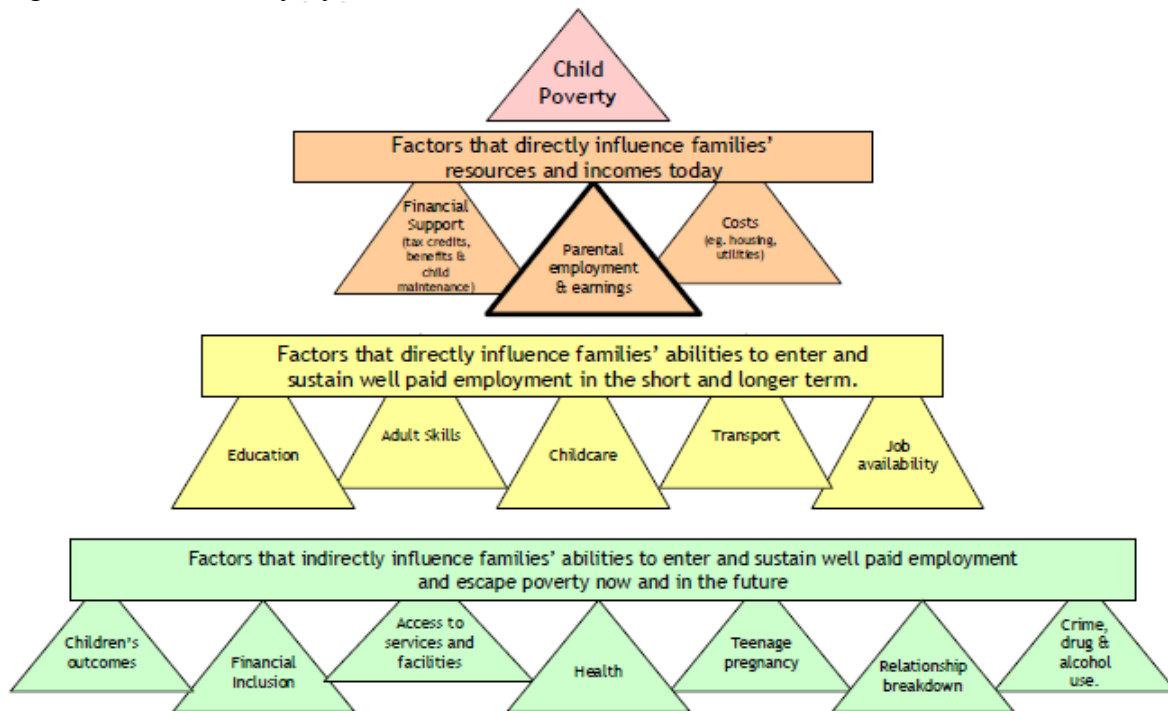
The threshold is calculated based on taxable incomes plus tax credits and child benefit but excludes Housing and Council tax benefit. It considers gross income, meaning income before taxes are taken out. In 2008, the poverty threshold (60% below the median national income) was:

- £210 a week for a couple with no children
- £294 a week for a couple with two children under the age of 14
- £225 a week for a lone parent with two children under the age of 14

The calculations are made before housing costs so do not take into account the impact of higher housing costs due to the proximity to London.

The ‘Child Poverty Pyramid’ (Figure 2) developed by the national Child Poverty Unit sets out the key causes and contributing factors of child poverty

Figure 2 Child Poverty Pyramid

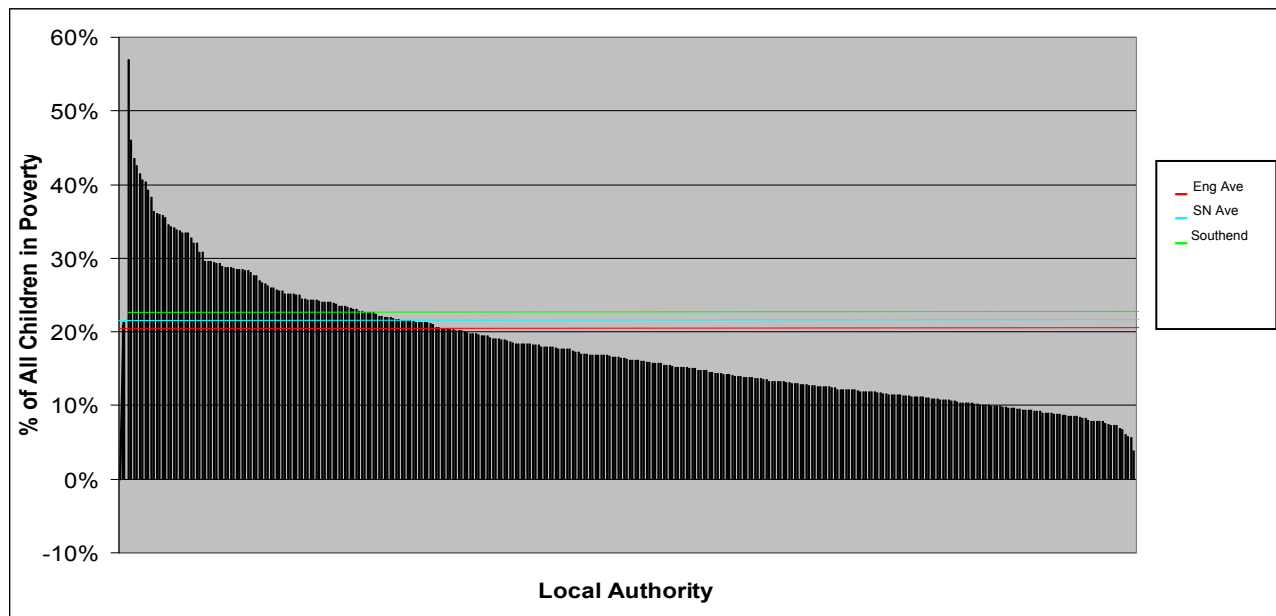


Source: Child Poverty Unit

Child Poverty in Southend

The latest available data from NI116 (based on 2009 HMRC data) shows that 8505 or 23% of children in Southend were living in poverty. Between 2007 and 2008 the proportion of children living in poverty in Southend decreased slightly (by 0.1 percentage points). In 2008, Southend had the 81st highest level of child poverty in England (out of 354 local authorities). In the eastern region only Luton and Peterborough have higher levels of child poverty as defined by the national indicator.

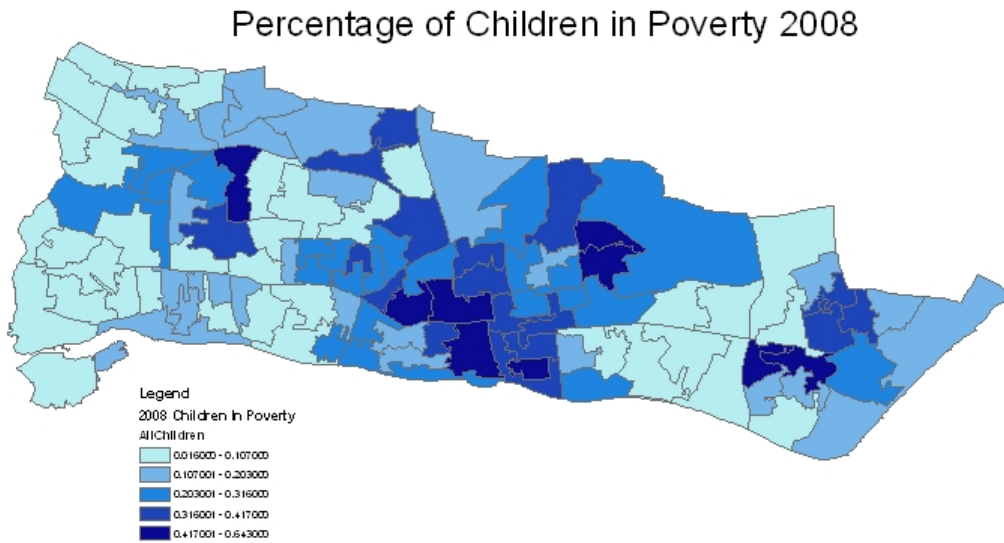
Figure 3 Child Poverty levels by local authority



A 'snapshot' of children in Southend living in poverty (based on 2009 HMRC data):

- In Southend there are 8,505 children living in poverty, approximately 4,470 families and around 422 of these families have 4 or more children
- The majority of children living in poverty were under 16 years of age. Just under 62% were under age 11 and 30% were under five
- Most parents of children living in poverty (78%) were on Income Support (IS) or Income Based Job Seekers Allowance (JSA), with the remaining 22% living in families with an income below 60% the median income who were claiming the Working Tax Credit and/or Child Tax Credit
- The majority of families whose children were living in poverty were lone parents (73%), this was higher than the national average of 68%;
- The proportion of lone parents on IS/JSA benefit in Southend is in line with the England average (84%)
- 44% of children living in poverty in Southend live in families with three or more children. This is slightly lower than the proportion in families with three or more children in England as a whole (46%).

Figure 4 Percentage of children in poverty in Southend 2008



Financial support

The child poverty measure above does not take into consideration families with low incomes that are above the 60% median income threshold. Given the high costs of accommodation, transport, childcare, and other costs of living, there are likely to be many families and children in Southend that are suffering from the impacts of child poverty who are not included in the official child poverty figures.

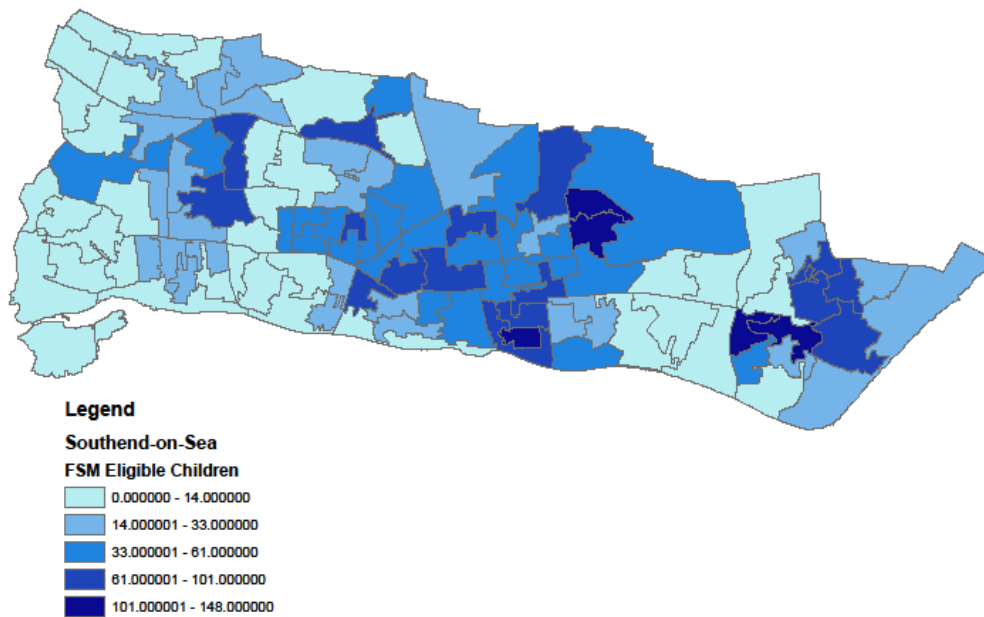
Table 1 children living in low income or out of work families

Area	No. Children in low income families	No. Children in out of work families	Total	% in low income families	% in out of work families	total %
Southend	8,505	8,390	16,895	30.5%	30.1%	60.6%
East of England	253,000	203,000	456,000	28.7%	23.0%	51.6%
England	2,712,000	2,296,000	5,008,000	31.9%	27.0%	58.9%

Table 1 shows the number of children in out of work families and those in families with low income is almost double the official number of those living in poverty as defined by NI116.

Figure 5 Location mapping of Free School Meal eligible children

FSM Eligible Children



Source: January 2010 School Census

Employment and earnings

The 2009-2010 figures in table 2 and figure 6 below show Southend to have a lower percentage of the 16-64 year old population declaring themselves as economically active than the East of England average and a higher unemployment rate than both the East of England and National figures.

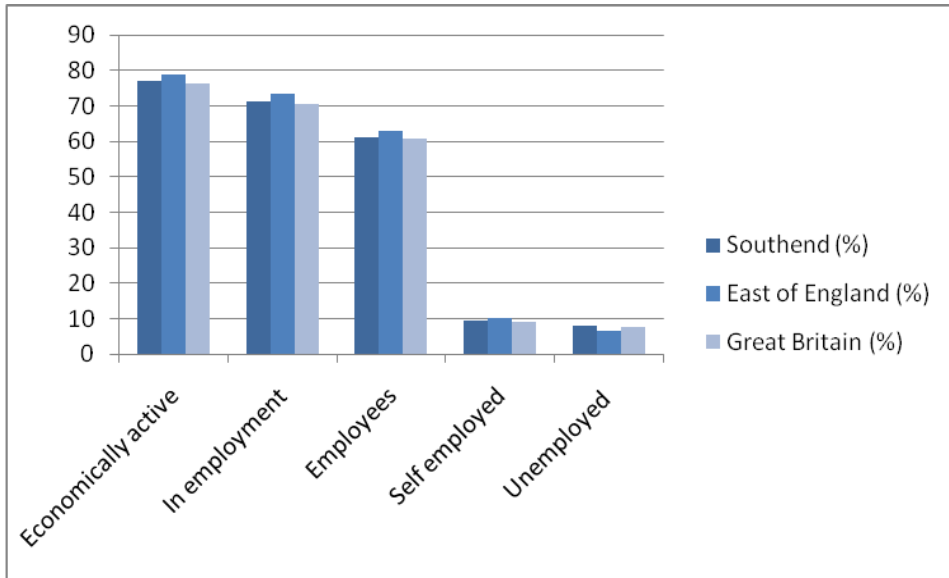
Table 2 Employment status

	Southend (numbers)	Southend (%)	East of England (%)	Great Britain (%)
Economically active ¹	82,100	77.2	78.8	76.4
In employment	76,000	71.3	73.5	70.4
Employees	64,800	61.3	62.9	60.9
Self employed	10,400	9.5	10.3	9.0
Unemployed	6,700	8.1	6.6	7.7

Source: ONS annual population survey 2009/10

Figure 6 Employment status

¹ Individuals who are employed or actively seeking employment



JobCentre Plus data from November 2010, see table 3, shows a lower rate of unfilled jobcentre vacancies and higher rate of Job Seekers Allowance claimants per unfilled vacancy than both the regional and national figures.

Table 3 unfilled JobCentre vacancies

	Southend	East of England	Great Britain
Unfilled jobcentre vacancies (numbers)	938	34,287	320,190
Unfilled jobcentre vacancies per 10,000 population aged 16-64	91	93	82
JSA claimants per unfilled jobcentre vacancy	4.8	3.0	4.2

Source: Jobcentre Plus vacancies

The gross weekly pay (2010) of residents in Southend is lower than the East of England figures but higher than national. Given the high numbers of people who commute to work, which is evident in the higher than comparator (regional and national) average distance travelled to work, earning London salaries – this masks the lower rate of local gross weekly pay.

Table 4 full time workers gross weekly pay

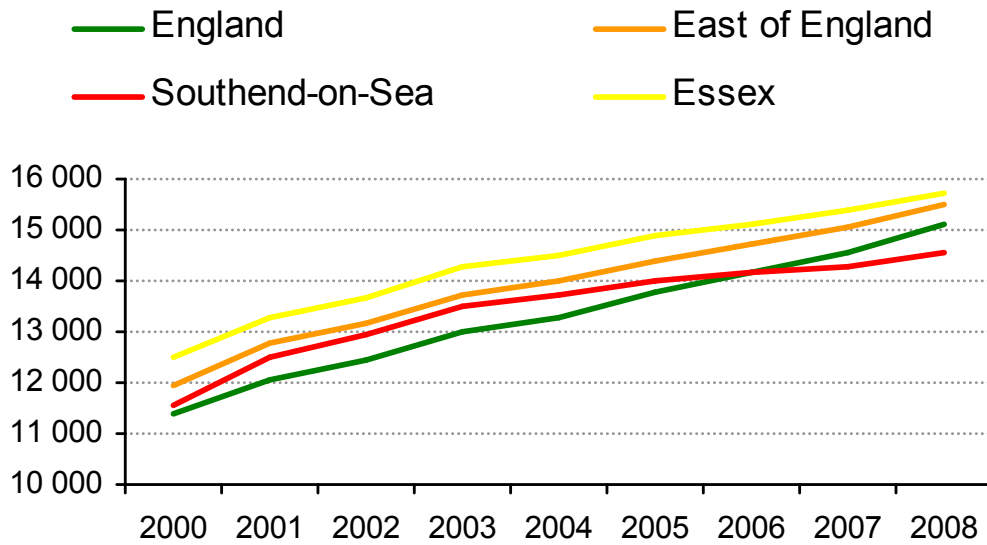
	Southend	East of England	Great Britain
Full time workers gross weekly pay	£520.00	£523.30	£501.80

Source: ONS annual survey of hours and earnings - resident analysis

Note: Median earnings in pounds for employees living in the area.

Although gross disposable household income has continued to increase, it has done so at a slower rate than regional and national figures with Southend now below both the East of England and National levels.

Figure 7 Household gross disposable income



Southend also has lower percentages of the 16-64 population with qualifications at NVQ level 2 and above than the regional and national figures as well as higher percentages of the population with no qualifications.

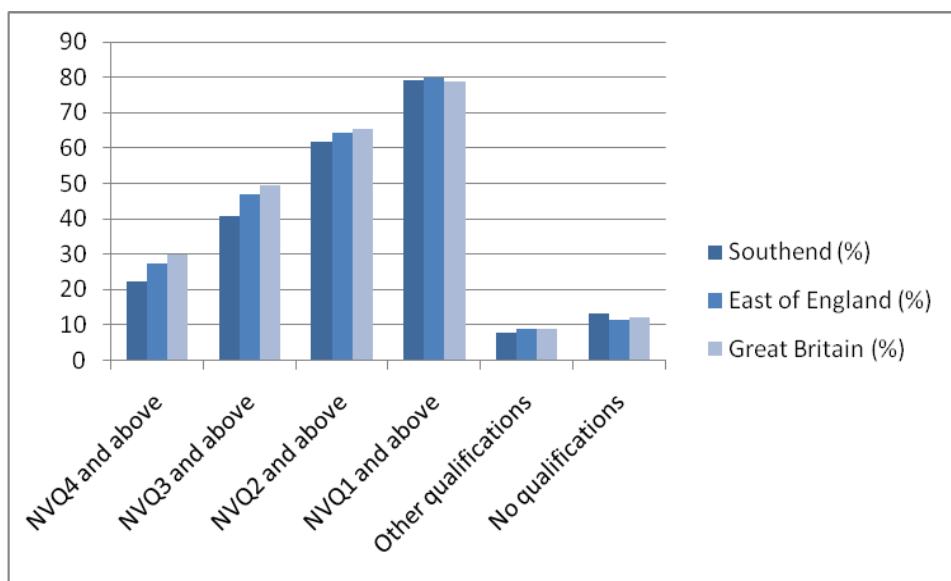
Table 5 population qualification level

	Southend (numbers)	Southend (%)	East of England (%)	Great Britain (%)
NVQ4 and above	23,000	22.2	27.3	29.9
NVQ3 and above	42,400	40.9	46.9	49.3
NVQ2 and above	64,000	61.8	64.2	65.4
NVQ1 and above	82,100	79.1	79.9	78.9
Other qualifications	8,100	7.8	8.8	8.8
No qualifications	13,500	13.1	11.3	12.3

Source: ONS annual population survey 2009/10

% is a proportion of resident population of area aged 16-64

Figure 8 population qualification level



Housing²

Southend is an area with considerable housing needs associated with relatively low local income, an ageing housing stock, limited land for new building, a large commuter population, and a high proportion of private rented housing which is expensive. The house prices in many parts of Southend are higher than many of the people who live and work in Southend can afford. Table 6 below gives the comparison of average house prices in England, the Eastern region and Southend for 2003 and 2007 and it is worthy of note that whilst the mean house price for the Eastern region is 11% lower than for England as a whole, prices for Southend are 1% higher than that figure and 12% higher than for the region as a whole.

Table 6 Mean House Prices

Mean House Prices			
	2003	2007	Difference
England	£146,227	£213,342	46%
East Region	£163,299	£220,703	35%
Southend	£140,372	£206,221	47%

Table 7 gives the ratio of median house price to median income for England, the East region and Southend, comparing 2003 with 2007. This shows that not only have house prices increased disproportionately against income but that the difference in Southend is greater than in England and the East region. In fact the increase is highest of all the unitary authorities in the East region (Thurrock =7.23) and even higher than the average in London (8.25).

Table 7 Ratio of Median House Price to Median Income

² Source Southend CAB

Ratio of Median House Price to Median Income		
	2003	2007
England	5.83	7.18
East Region	6.58	7.86
Southend	6.93	8.37

There are 70,978 households in Southend and the majority are owner occupied (73%), which is higher than England and Wales (69%). There are a lower proportion of households renting from the council in Southend (8%) than England and Wales (13%), and a higher percentage renting from a private landlord or letting agency in Southend (13%) compared with England and Wales (9%). Less than 4% rent from a Housing Association or other social landlords. The average household size is 2.2 persons. 92% of dwellings are built at densities of over 50 dwellings per hectare. However, there are high levels of deprivation within a number of localities in Southend. Southend has a higher proportion of households classified as overcrowded compared with the East of England. Increased mortality rates, tuberculosis, respiratory conditions and childhood meningitis can all be linked to overcrowded conditions.

At 1 April 2010 there were 77,120 properties in Southend; 6,165 Local Authority, 3,257 Housing Association (previously known as Registered Social Landlords), 0 other public sector and 67,700 in the private sector. The latest stock condition survey was undertaken in 2004, using a sample of 20% of the stock. Approximately 31% of the stock was then non-decent (as compared to the Decent Homes Standard). The worst housing conditions in Southend were to be found in the private sector. In 2004, the last local house condition survey of private dwellings found 3,400 dwellings unfit for human habitation (as defined then by the Housing Act 1985). Another 11,400 properties were found to be in substantial disrepair. In terms of the decency standard, 13,800 properties were found to be non-decent. Of the considerable number of unfit properties found, most were located within the most deprived wards of Milton, Victoria and St Luke's and these properties were often occupied by the most vulnerable groups of residents who did not have access to appropriate funding to enable essential repairs and improvements to be carried out. About 3% of the overall private housing stock is empty. Around 1,000 dwellings have been vacant for over 6 months. Work continues to return properties which have been empty for more than 2 years to the housing market. Since January 2008, 172 properties have been returned.

Fuel Poverty

Fuel poverty is the inability to afford to adequately heat the home. It is where householders spend more than 10% of disposable income on fuel. Children, young people, chronically sick, disabled and older people are most at risk and there are health and well being implications. Fuel poverty leads to cold, damp homes and this in turn leads to, amongst other things, high fuel bills meaning less disposable income, poor nutrition, lost life chances and poor educational attainment. It is estimated nationally that 13% of households in fuel poverty contain children.

Southend Borough Council has conducted research based on the Department of Energy and Climate Change working model with households in receipt of income related benefits and assessing property energy efficiency. Where the standard assessment procedure value is below 65 then the household is deemed to be in fuel poverty, below 35 indicated health and safety issues that need to be investigated. Table 8 sets out the results for Southend. In 2008/09 Southend was ranked 2nd out of 141 for properties with a value under 35 and 15th out of 141 for properties with a value over 65. However whilst comparator data is not yet available for 2009/10 the figures indicate that the number of homes with a value over 65 has also dropped and more homes are now in fuel poverty.

Table 8 Fuel Poverty

Fuel Poverty		
	2008/09	2009/10
Households under 35	0.069%	0%
Households over 65	43.32%	37.85%

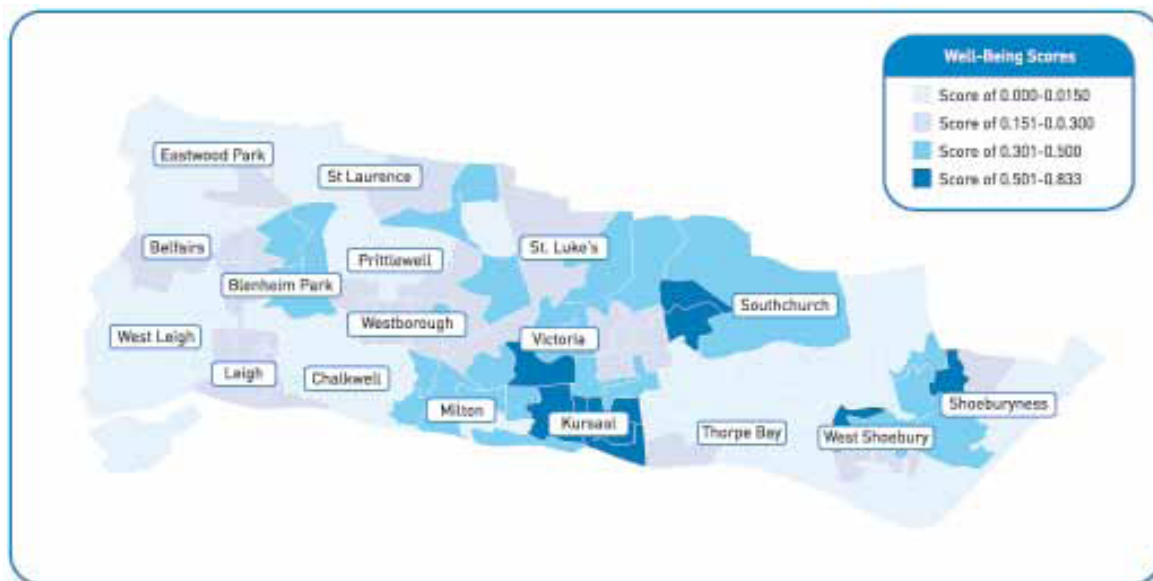
Child Well-being Index

The Child Well-being Index (CWI), a subset of the Index of Multiple Deprivation, is an index which measures indicators over 7 quality of life domains that are not strictly related to deprivation. Southend is ranked on the CWI at 94 out of 149 local authorities, low is good. Table 9 compares Southend's rank and total scores in all 7 of the CWI domains with our Statistical Neighbour group. Figure 9 demonstrates the geographical distribution of the overall score for each LSOA level in Southend.

Table 9 Child Wellbeing Index

Child well-being index domains:	Southend rank out of 149 (1 is good)	Southend	Statistical Neighbours average
Overall Child Well-being Index score	94	191	155
Material well-being score	88	0.25	0.22
Health and Disability score	111	0.36	0.22
Education score	85	25.25	25.74
Crime	87	0.33	0.03
Housing	70	20.51	23.57
Environment	137	30.86	155
Children in need	81	0.03	0.22

Figure 9 Child Wellbeing Index distribution of scores in Southend



In October 2009 the Southend Children’s Partnership developed a Child Poverty Strategy setting out the key strategic areas for action:

- Setting the baseline for Southend in 2009/10 and agreeing targets for improvement
- Maximising income in and out of work
- Removing barriers to work
- Ensuring the provision of affordable housing
- Mitigating the impact of poverty
- Breaking the cycle of poverty

A detailed action plan was developed pulling together in one place the wide range of activity being taken to address these actions. The Child Poverty Action Group has monitored the implementation of this plan throughout the year and a large majority of the intended actions have been delivered. In line with the national and local approach to reduce bureaucracy the refreshed action plan will be contained within this Children and Young Peoples Plan delivering our overarching priority of lifting children and young people out of poverty.

6.2 Raising Aspirations

Recently published research from the Joseph Rowntree Foundation³ explored the link between parents’ aspirations, attitudes and behaviour and children’s attainment. The research found that:

³ The importance of attitudes and behaviour for poorer children’s educational attainment, March

- the aspirations, attitudes and behaviour of parents and children potentially play an important part in explaining why poor children typically do worse at school
- Children from poorer backgrounds are much less likely to experience a rich home learning environment than children from better-off backgrounds. At age three, reading to the child and the wider home learning environment are very important for children's educational development
- the gap between children from richer and poorer backgrounds widens especially quickly during primary school. Some of the factors that appear to explain this are: parental aspirations, belief in their own actions affect their own lives and behaviour problems (details of Southend's educational attainment gaps can be found in section 6.4)
- It becomes harder to reverse patterns of under-achievement by the teenage years.

In the UK one in six people struggle with literacy. This means their literacy is below the level expected of an eleven year old. Nationally a quarter of young people do not recognise a link between reading and success⁴. 69% of respondents to the Your Say survey (2010) identified success at school as the key thing that would help them have success in life.

- In the 2010 Key Stage 2 Teacher Assessments in Southend 81% of pupils achieved the expected level of reading (level 4 and above) 78.1% for boys and 84.1% for girls.

The 2010 Your Say survey found 77% of secondary age respondents expressing the intention to stay on in education in either sixth form or college, with 8% intending to get a job (with or without training) at 16. As this is a local survey, national or statistical neighbour comparison is not available however the Essex County Council (ECC) Students Health Education Unit (SHEU) survey 2010 found a similar percentage (9%) intending to get a job at aged 16. 71% of young people in Southend stated they intended to go on to study at university (with a further 22% still unsure and only 7% stating no). This compares with 50% in the ECC SHEU survey. 2% of Southend young people have intentions to do an apprenticeship, compared to 4% in Essex.

Central to the thinking of the Children's Partnership is the need to further narrow the gap between those children and young people who do less well than the majority, particularly those who are affected by inter-generational worklessness, poverty and multiple risk factors. Key to this is the understanding of:

- The centrality of families and communities in how children are growing up
- The impact of aspirations and ambition for children's life chances

2010

⁴ National Literacy Trust, Literacy: State of the Nation, March 2010

6.2 Being healthy

We take a broad view of what health means. We care about the physical and mental wellbeing of children and young people and we recognise that there is a huge range of societal factors that affect this.

Overall on 'being healthy' we are continuing to perform well, even though some challenges remain in some areas in relation to some vulnerable groups. Most local services and settings are good at encouraging children and young people to lead healthy lives.

Southend performance is in the **top quartile** for the following indicators:

- Children and young people's participation in high-quality PE and sport

Southend performance is in the **upper middle quartile** for the following indicators:

- Emotional Health of Children
- Services for disabled children

Southend performance is in the **lower middle quartile** for the following indicators:

- Take up of secondary school lunches
- Take-up of Primary School lunches
- Obesity levels in primary school children in year 6
- Obesity levels in reception year children
- Health of looked after children (health assessments and dentist visits)
- Effectiveness of child and adolescent mental health services
- Emotional behaviour of children in care

Southend performs worse than statistical neighbours and the national average for:

- Prevalence of breastfeeding at 6-8 weeks from birth

Improving breast-feeding is a priority area for improvement.

Local knowledge about whether babies are still being breast-fed when they are six weeks old is very good. While many mothers start breast-feeding their babies when they are born the number who continue is lower than the England average. Figures 10, 11 and 12 show for 2009-2010 the percentage of babies by ward and the different types of feeding recorded at 6-8 weeks from birth. The Southchurch ward recorded the lowest percentage of babies being breastfed and the highest level of bottle feeding compared to all other wards in Southend.

Figure 10 2009/10 % of babies' breast fed at 6-8 weeks

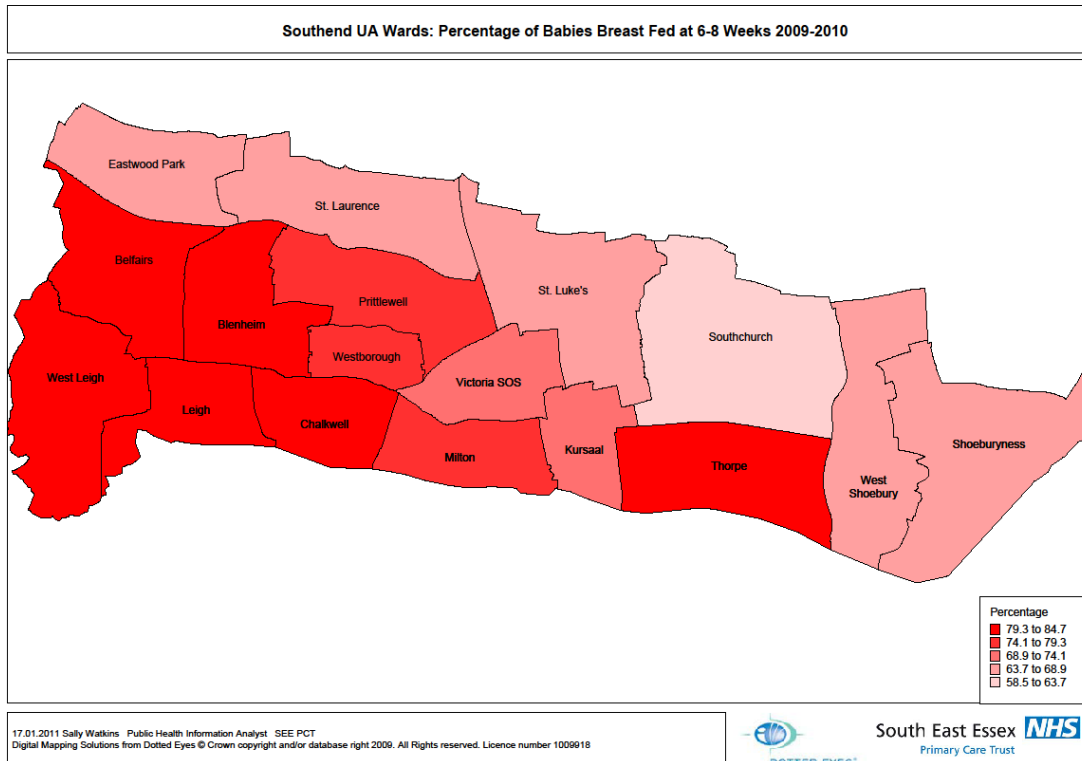


Figure 11 2009/10 % of babies' bottle fed at 6-8 weeks

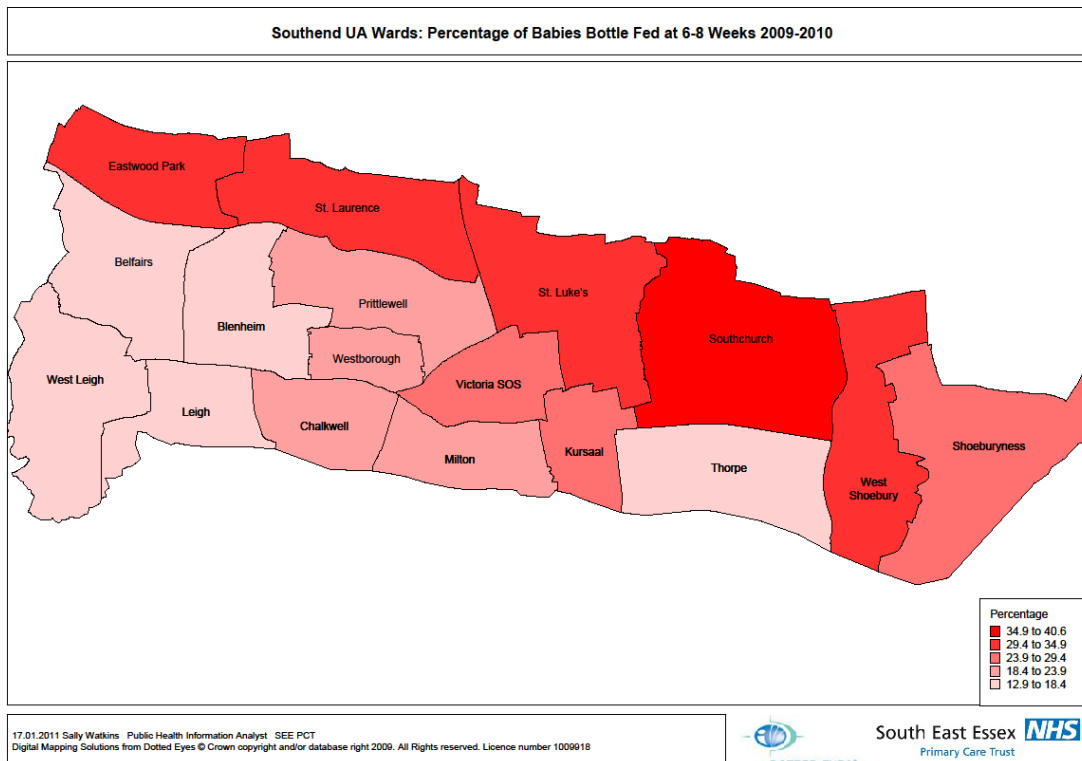
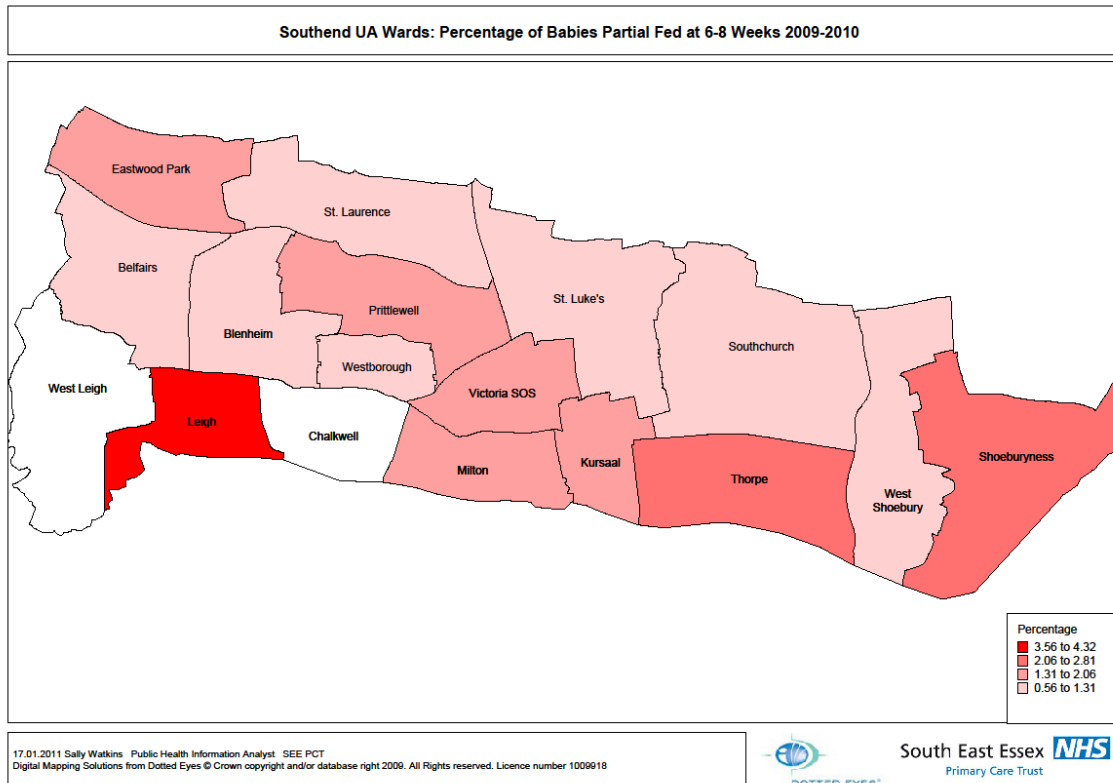


Figure 13 2009/10 % of babies partially breast/bottle fed at 6-8 weeks



Childhood obesity, which is above average in the borough, remains a challenge. Reductions in the number of five-year-olds who are obese are not being sustained and the number of obese 11-year-olds continues to rise. Nevertheless, large numbers of children and young people take part in sport regularly. Mapping of the National Measurement Programme data has indicated that the focus in Southend should be on 'healthy weights' as the data has revealed both pockets of high and low weights for children in Reception and Year 6.

{insert obesity and underweight maps for 2009/2010 here} These will not be available from PCT until March 2011.

The weights of a sample of children in reception class and year 6 were measured in the 2010 summer term as part of the National Child Measurement Programme (NCMP). The results for Southend Borough Council, are as set out in Tables 10 and 11:

Table 10 2009/10 Reception Class NCMP results

	Reception NCMP results 09/10			Reception NCMP results 08/09		
	Southend 09/10	SN 09/10	England 09/10	Southend 08/09	SN 08/09	England 08/09
Underweight	1.8%	0.6%	0.9%	0.4%	0.8%	1.0%
Healthy weight	79.6%	75.9%	76.0%	77.2%	75.0%	76.2%
Overweight	11.0%	13.5%	13.3%	12.1%	14.3%	13.2%
Obese	7.6%	10.1%	9.8%	10.3%	10.0%	9.6%

For reception age children the results demonstrate that when compared against the National and Statistical Neighbour results a higher percentage of children in Southend are underweight. However, for the Healthy weight, Overweight and Obese categories Southend results were better than National or Statistical Neighbours. In the 08/09 measurement cohort the underweight was not highlighted as an issue.

Table 11 2009/10 Year 6 NCMP results

Year 6 NCMP results 09/10				Year 6 NCMP results 08/09			
	Southend 09/10	SN 09/10	England 09/10		Southend 08/09	SN 08/09	England 08/09
Underweight	1.5%	1.0%	1.3%	Underweight	0.8%	1.0%	1.3%
Healthy weight	65.1%	66.2%	65.4%	Healthy weight	66.2%	66.9%	66.1%
Overweight	15.3%	14.3%	14.6%	Overweight	13.6%	14.4%	14.3%
Obese	18.1%	18.4%	18.7%	Obese	19.5%	17.6%	18.3%

For children in Year 6 the results for the 09/10 cohort compared against National and Statistical figures show that Southend's has a higher proportion of underweight and overweight children, a lower proportion of children with a healthy weight and is in line with comparators for obesity. The level of obesity has fallen compared with the 08/09 cohort.

Services for children and young people with emotional and mental health problems have improved. In a recent survey children and young people indicated their relationships with family and friends are much better than average. Preventative care for children in the care of the local authority has not been as good as in previous years. The local authority attributes this to a shortage of dentists locally and difficulties in obtaining health assessments from other local authorities.

The effectiveness of **Child and Adolescent Mental Health Services (CAMHS)** is improving. Joint commissioning has accelerated our progress with CAMHS, moving our performance against CAMHS key performance indicators up from level 3 to level 4 for early intervention. This has been achieved through the work undertaken by the TAMHS project. The national indicators for services to 16/17 year olds and 24 hour cover to meet urgent need have been maintained at level 4. Services for young people with learning disabilities remains at level 3 and the development of this service will be prioritised in the next year. An in-depth review of the effectiveness of current tier 2 (stages 2 and 3) CAMHS services is being undertaken before the re-tendering process and plans for next year will address the need to sustain the gains made through TAMHS as the funding for that initiative ends. The council contribution to tier 3 (stage 4) CAMHS is currently being reviewed to move away from the provision of posts to an outcome based commissioning approach.

The health needs of children and young people with learning difficulties and disabilities

A self assessment against standard 8 of the National Service Framework highlighted a need to review the provision and address the inequalities in service delivery of therapies (physio; occupational; speech and language therapy) and wheel-chair services for children with disabilities.

Young People's drug and alcohol use

According to the latest prevalence estimates issued by the National Treatment Agency, Southend has the third highest rate of problematic drug use amongst the adult (15-64 years) population in the Eastern Region, and the fourth highest rate among 15-24 year olds. There are no reliable mechanisms for accurately predicting drug use below this age range, but data from young people accessing treatment services and from school-based self-reporting surveys provide a useful benchmark against which to measure progress. Southend continues to have the highest rate of young people accessing specialist drug treatment in the Eastern Region, with 138 under 18's accessing treatment during 2009/2010; meanwhile, the most recent school survey suggests that just 8% of under 18's (178 respondents) have used drugs (significantly below the national average of 22% of young people reporting personal use). While the numbers of young people accessing treatment in Southend has increased on the previous year, the number of young people reporting use of drugs in Southend has dropped from the previous year, which suggests that the Young People's Drug and Alcohol Team is performing well in targeting and engaging those young people who need it most. Alcohol and cannabis continue to be the main drugs that young people seek treatment for, locally, regionally and nationally.

Teenage pregnancy

Teenage pregnancy is a complex issues, affected by young people's knowledge about sex and relationships and their access to advice and support; and influenced by aspirations, educational attainment, parental, cultural and peer influences and levels of emotional well-being. It is strongly associated with social deprivation, poor attainment and disengagement at school and poor health outcomes.

When asked in the Your Say 2010 survey 'why do you think young people have sex too early' the top four answers were:

They want to know what sex is like (21%)

They think everyone is doing it (21%)

Makes them feel good at the time (17%)

Pressurised by a partner (12%)

Figure 14 below compares the under 18 conception rates of Southend and its statistical comparison neighbours, the England average and the East of England average under 18 conception rates.

Figure 14 Southend Under 18 conception rates compared against comparator groups

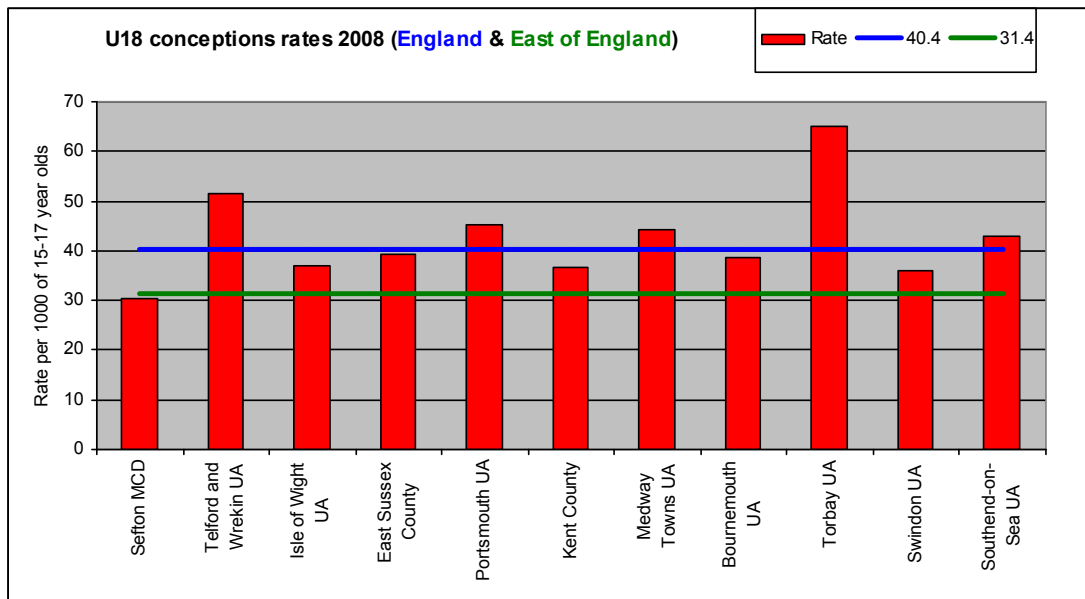
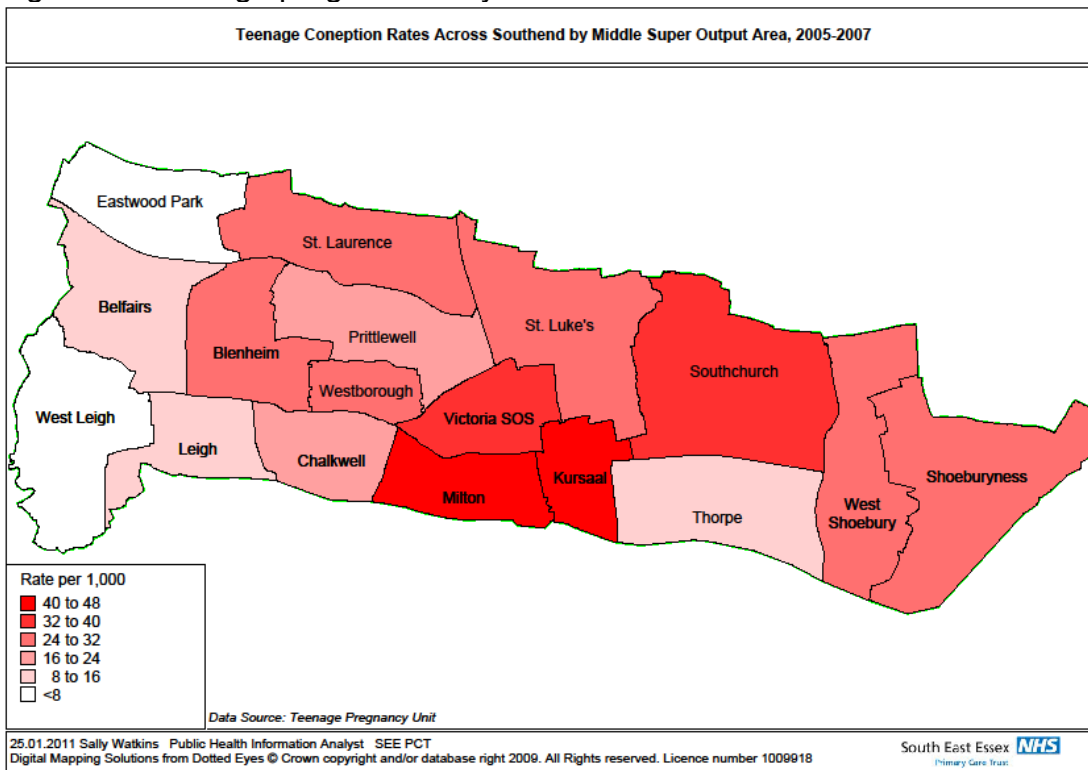


Figure 15 plots the teenage conceptions by Middle Super Output Area between 2005-2007.

Figure 15 Teenage pregnancies by ward



Child Well-being Index 2009

Our Health rank on the national Child Well-being Index, a subset of the Indices of Deprivation, is 111 out of 149, where 1 is best. The health score focuses on illness, accidents and disability, as represented by the use of health services (including outpatient appointments for long term health problems) and the uptake of disability benefits. We would expect this to be our position in this domain; Southend has a high level of special schools provision and as such would expect a higher number of children living in the area with a disability, learning difficulty or disability or chronic health problem.

The Child Well-being Index Housing domain reviews access to and quality of housing and analyses overcrowding, shared dwellings, homelessness and quality of housing. In this domain Southend is ranked 70 out of 149 (a low position is good) and compares favourably to the statistical neighbour average of 23.57 points, Southend scored 20.51 (low score is good).

Preparedness for the transformation of Public Health in England and changes to the NHS

The Southend Children's Partnership members will continue to work together to embed the changes outlined in the Government's strategy for public health in England and *Equity and Excellence: Liberating the NHS*. Key to this process is the introduction of GP Commissioning and GP consortia becoming part of the overall Strategic Partnership for Southend; Southend Together.

What the survey results tell us⁵

46% of the comments provided in the Be Healthy section of our 2009 Be Part Of It! survey related to sport and leisure facilities, with a particular emphasis on the affordability of using leisure facilities and a perception that there are not enough clubs or activities from pre-school age to young adulthood.

22% of Junior School and 21% of Secondary school age young people told us that they 'always' eat five portions of fruit and vegetables a day. 36.3% of adults in Southend achieve 5+ portions of fruit and vegetables per day, lower than the East of England average of 39.6 (East of England Lifestyle survey 2008).

2% of Junior School and 10% of Secondary school age and over young people told us that they 'never' ate breakfast. 10% of Junior School and 14% of Secondary school age and over young people told us that they 'never' consider their health when choosing what they eat.

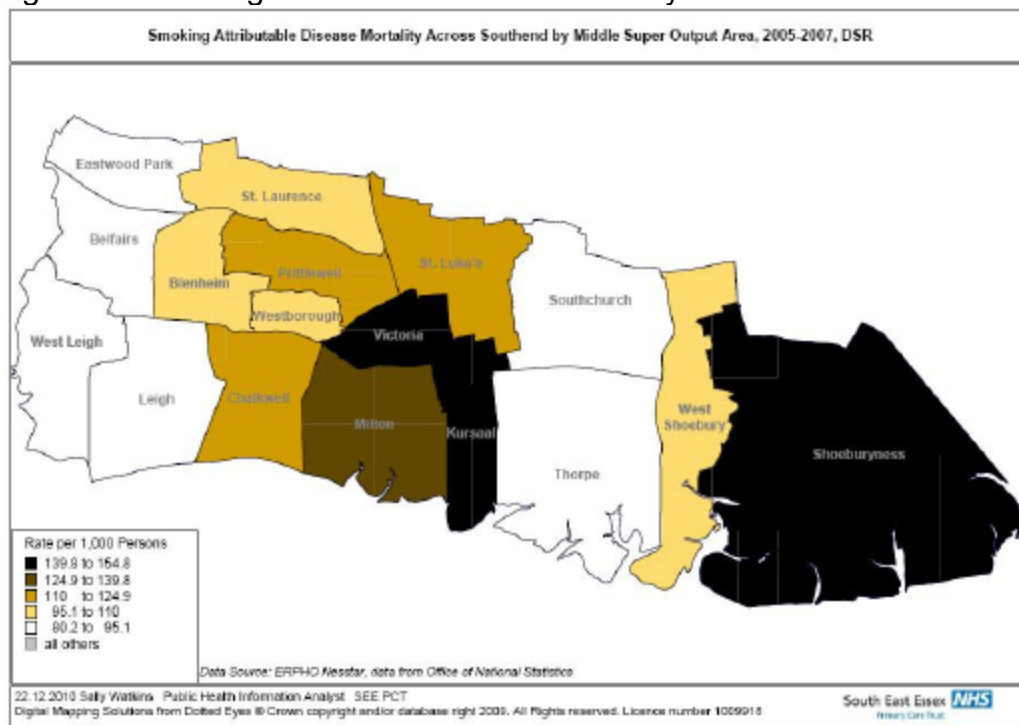
52% of Junior school pupils reported that they were 'happy as they were' with their bodies, and 21% stated that they would like to lose weight. At Secondary age these figures were 26% 'happy' and 28% would like to lose weight. 48% of Secondary age pupils felt that the worst result of having sex too young was getting pregnant (48%) followed by 'Catching a sexually transmitted disease' (29%).

⁵ Your Say survey 2010: The results, January 2011, Southend.gov.uk

The recommended level of physical activity a person needs to do in order to benefit their health is 30 minutes of moderate intensity activity on most days of the week. Southend has top quartile performance for children participating in high-quality PE and Sport and self reporting on physical activity in the Your Say survey 2010 showed 45% of Junior children and 59% of Secondary age children stating that they 'always' take part in physical activity. 43.1% of Adults in Southend achieve the recommended amount of physical activity (Lifestyle survey 2008).

The East of England Lifestyle survey 2008 results indicate that 22.3% of adults in Southend-on-Sea are smokers. The Your Say survey 2010 results for secondary school children in Southend on Sea indicate that 18% had smoked in the seven days prior to taking the survey, 4% of which had smoked more than 25 cigarettes in that seven day period. Figure 16 below displays smoking attributable disease mortality across Southend on Sea. Kursaal, Victoria and Shoeburyness have the highest adult smoking rates in Southend.

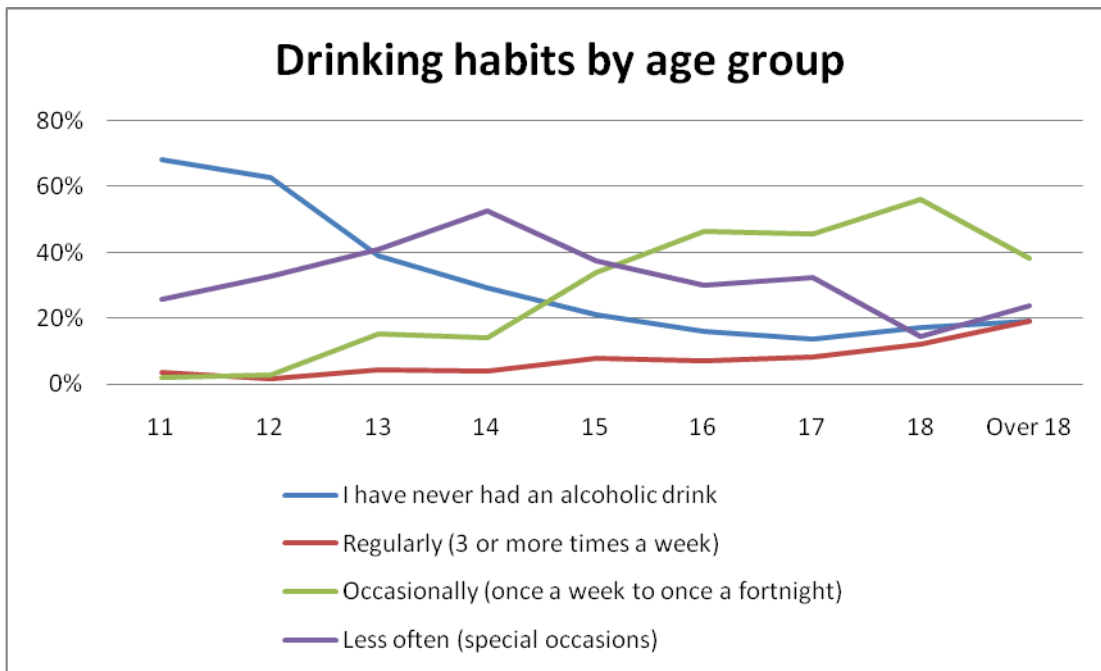
Figure 16 Smoking attributable disease mortality across Southend



37% of secondary age children in Southend have never had an alcoholic drink and 5% self-reported in the Your Say survey 2010 that they drink regularly, 3 or more times per week.

The chart below demonstrates the self reported drinking habits by age group in Southend.

Figure 17 Drinking habits by age group based on Your Say 2010 results



When asked to select what they believed were serious health issues for young people and may have a long term effect 59% of users selected Smoking, 54% selected drug abuse and 47% selected teenage pregnancy as the top three key issues for young people in Southend.

6.3 Stay safe

Improvements in 'staying safe' have continued at a good pace. Improvements over recent years are now embedded and we are now performing well in this area.

Southend performance is **top quartile** for the following indicators:

- Proportion of primary, LA secondary and LA special schools, pupil referral units, general further and tertiary education, and Local Authority and Private Fostering and Adoption providers, and private/voluntary children's homes judged as good or better at inspection for staying safe outcomes
- Stability of placements of looked after children length of placement
- Looked after children cases which were reviewed within required timescales
- Child protection cases which were reviewed within required timescales

Southend performance is in the **upper middle quartile** for the following indicators:

- Initial Assessments carried out within 7 working days of referral
- Children who have experienced bullying
- Referrals to children's social care going on to initial assessment
- Core assessments carried out within timescales

Southend performance is in the **lower middle quartile** for the following indicators:

- Children who have runaway from home/care
- Children becoming the subject of a Child Protection Plan for a second or subsequent time (We were on track with this target until the end of the 08/09 financial year when 2 large sibling groups became subject to a plan for a sub-sequent time after a 3 year period)

Southend performance is in the **bottom quartile** for the following indicators:

- Child protection plans lasting 2 years or more

Service quality

During 2010 Southend underwent the annual unannounced inspection of referral and assessment (safeguarding) services; the inspection found that arrangements for keeping children and young people safe are good. Good partnership working and a well-established common assessment process are being used to provide effective early support to families whose circumstances make them vulnerable. Southend has not yet had the three-yearly inspection of safeguarding, or a three-yearly inspection of services for looked after children. Our Joint Area Review, although published in May 2008, began in summer of 2007, its findings and the judgement of 'adequate' are somewhat dated and greater weighting should be given to more recent data which demonstrates good performance. Ofsted service inspections of both fostering and adoption improved from 'adequate' to 'good' in 2008. National Indicators for looked after children and safeguarding have continued to improve and the vast majority are in line with, or above, similar areas. Southend's serious case reviews have been judged good with outstanding aspects in the quality and rigour with which they were undertaken.

Common Assessment Framework (CAF)

In Southend we believe that integrated working makes a real difference to the lives of children and young people. In the twelve months to December 2010 611 CAF's were raised with a total of 666 outcome areas identified. Figure 18 models the CAF's across the Every Child Matters outcomes areas. Overall 15% of the CAFs related to Staying Safe outcomes.

Figure 18 CAFs generated by Every Child Matters outcome area

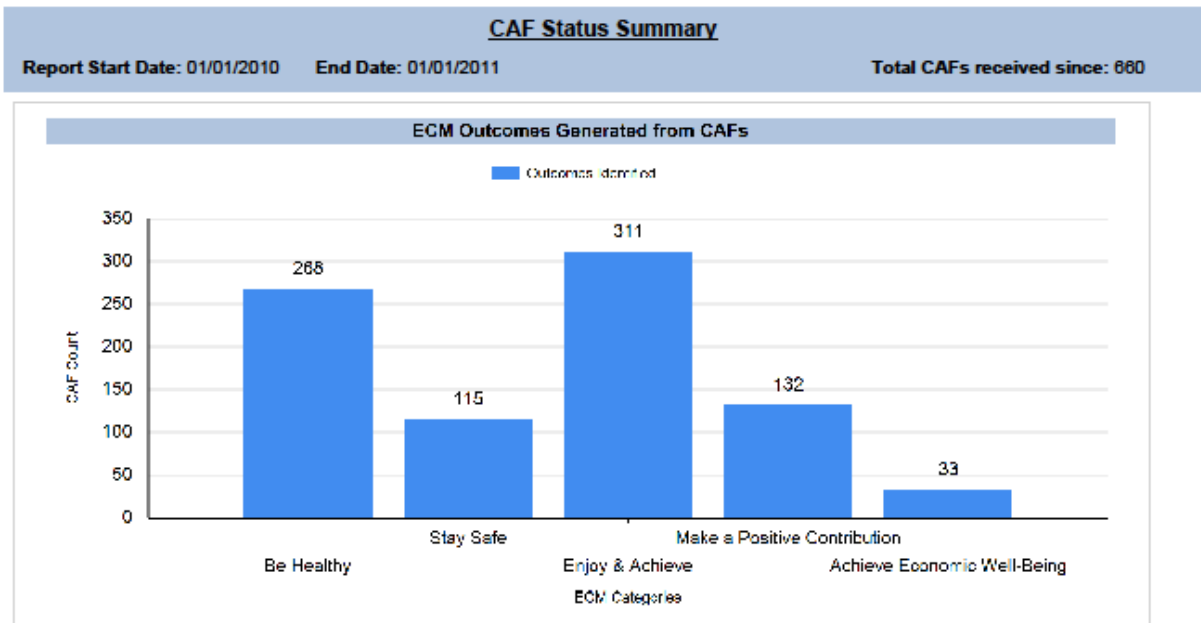
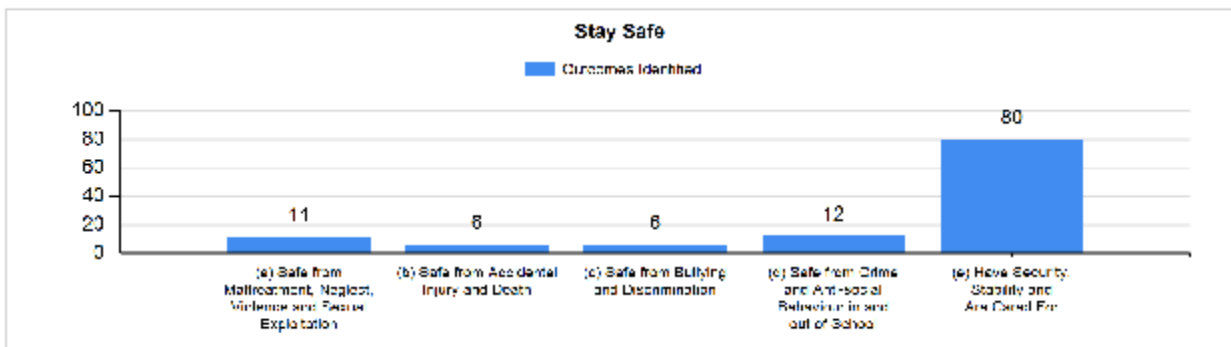


Figure 19 demonstrates that 67% of the Staying Safe CAFs raised identified outcomes relating to home security, stability and being cared for.

Figure 19 breakdown of the Staying Safe CAFs raised



The data held on incidents of **domestic abuse** is becoming more comprehensive, yet the data collected is complex. Analysis of data collected during the period October 2006 to September 2008 demonstrates that 2524 individual children were affected by domestic abuse, 1633 of these children were of statutory school age.

Although domestic abuse happens everywhere regardless of social background the analysis of data trends shows that it tends to happen significantly more in areas of deprivation, and further, tends to increase as the level of deprivation increases. Improved recording of domestic abuse incidents on CareFirst show that during 2010 3,913 incidents were recorded where children under 18 were present at the time of the incident.

Looked after children and young people

There were 267 (75.5 per 10,000 children) children and young people in care and looked after by Southend Borough Council at 31 March 2010 compared with 276 at 31 March 2009 (78.9 per 10,000 children). There has been a strong downward trend in the numbers over the last three years, in line with our plans, but it still higher than the numbers in our Statistical Neighbour areas (55.8 per 10,000 children). The higher number of looked after children is not due to sharp rises in new cases in recent years but is caused by children who became looked after some years ago.

Children subject to a Child Protection Plan

There were 159 children subject to a Child Protection Plan at March 2010 compared with 155 at 31 March 2009 (44.1 per 10,000 children). This number has increased during 2010, 169 at 1 March 2011, and remains higher than our statistical neighbours. Analysis shows that our figures are inflated at periods during the year through transfers in from other areas and particularly through the length of time the children remain on the register. This remains a challenge for us and an action plan is in place to address it.

Child Protection Plans lasting 2 years or more

It is generally recognised that a child protection plan lasting two years or more is too long. As at 31 March 2010 12.2% of child protection plans in Southend that had ceased during the financial year, had lasted for two years or more compared with 8.1%. at 31 March 2009.

Young Victims of crime

Since 2007 the number of young victims of crime has reduced in line with the rate of reduction of overall victims of crime. Out of the 1,257 young victims in 2009/10, 598 were female and 657 were male.

Table 12 Victims of Crime

	07/08	08/09	09/10
All Crime	14481	13833	12775
Victims Aged 0-19	1382	1374	1257

511 of these were victims of violent crime and assault, 461 of robberies and thefts and 125 were victims of sexual offences.

Table 13 Crime Type by gender and location

Crime Types		Violent Crime	Robberies and Thefts	Sexual Offences
Sex	<i>Male Victims</i>	271	290	15
	<i>Female Victims</i>	239	171	109
Relationship	<i>Recognised</i>	304	37	97
	<i>Stranger</i>	207	424	28
Committed Venue	<i>Dwelling</i>	132	34	82
	<i>Highway</i>	246	164	15
Hot Spots	<i>Warrior Square</i>	24	35	2
	<i>High Street</i>	27	27	2

*Please note that the above areas are hot spots for violent crime and robberies only, there has been no hot spot identified for sexual offences.

The national **Child Well-being Index** 2009 Crime domain (a measure of personal or material victimisation including burglary, theft, criminal damage and violence) for Southend is 87 out of 149 local authorities, with a low score being good. The data for the four indicators within this domain relates to April 2004 – March 2005. Since this time significant reductions in recorded crimes have been achieved by the Crime and Disorder Reduction Partnership (CDRP) in Southend and many of the CDRP targets have been exceeded. The position of 87 out of 149 local authorities does not reflect these efforts in more recent years.

What the survey results tell us⁶

Feeling safe and part of the Community

When asked questions about their views on Community and Society in Southend the opinions of Junior School age and Secondary School age children were markedly different. 86% of Junior School children felt that Southend was a good place to live and grow up compared with 38% of Secondary school pupils. On feeling safe in their local area 84% of Junior school pupils agreed that they feel safe compare with 58% of Secondary School pupils. And 65% of Junior School pupils feel that they are part of their local community compared with just 25% of Secondary School Pupils.

59% of the survey respondents selected 'more safe places to hang out' when asked what facilities they would like to see in their local area.

Children's experiences of bullying

When asked 'what is your experience of bullying in the last year?' (Your Say 2010) children were able to choose one option from four answers. 62% of children stated that they had not been bullied, 23% said that they had been bullied, 12% said that they had not bullied someone else and 3% said that they had bullied someone else.

The experience of bullying question was cross compared with profile questions about the respondents such as 'do you have a learning difficulty or disability' and 'are you a carer'? The tables below compare the responses:

⁶ Your Say Survey 2010

Table 14 Cross tabulation of ‘Do you have an LDD’ and ‘what is your experience of bullying’

	I have been bullied	I have not been bullied	I have bullied someone else	I have not bullied someone else
Yes	35%	49%	8%	8%
No	22%	64%	2%	12%
Don't know	35%	48%	4%	13%
Totals	23%	62%	3%	12%

Table 15 Cross tabulation of ‘Are you a carer?’ and ‘what is your experience of bullying’

	I have been bullied	I have not been bullied	I have bullied someone	I have not bullied someone else
I am a carer	40%	41%	6%	13%
I am not a carer	22%	64%	2%	12%

Southend Children’s Partnership has re-invigorated its Anti-Bullying Strategy and held a number of events to raise the profile practice of anti-bullying. Explaining how bullying is dealt with in schools is a key issue. When asked ‘Why didn’t you tell anyone about the bullying?’ children provided a range of explanations including:

“I didn’t want to make a big deal about it, and I didn’t feel as though there was anyone to tell”

“I felt a bit afraid that if I told I might be a tattler and when the teacher tells the student who bullies me they might come back and become extreme”

“I didn’t feel confident enough”

6.4 *Enjoy and achieve*

Good performance in relation to 'enjoying and achieving' is well embedded, has continued to improve and demonstrates excellent features. Childcare, nurseries, schools and other services and institutions are good at helping children and young people to do well and enjoy their learning.

Southend performance is in the top quartile for the following indicators:

- Children in care reaching level 4 in English at KS2
- Children in care reaching level 4 in Maths at KS 2
- Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths
- Children and Young People's satisfaction with parks and play areas

Southend performance is in the upper middle quartile for the following indicators:

- Achievement of at least 78 points across the Early Years Foundation Stage
- Achievement of a level 2 or level 3 qualification by age 19
- Secondary schools judged as having good or outstanding standards of behaviour
- Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest
- Achievement at level 4 or above in both English and Maths in KS 2

Southend performance is in the lower middle quartile for the following indicators:

- Achievement of 2 or more A*C grades in Science GCSEs or equivalent

Southend performance is in the bottom quartile for the following indicators:

- Secondary school persistent absence rate
- Achievement gap between pupils eligible for Free School Meals and their peers achieving the expected level at KS2 and KS4
- The SEN/non-SEN gap – achieving KS2 English and Maths threshold
- The SEN/non-SEN gap – achieving 5 A*-C GCSE inc. English and Maths

Generally children and young people attain highly in Southend schools with most outcomes in national tests higher than the national rate and the rates in similar authorities. The 2010 results are overall the best ever for Southend. However this masks the gap between those who achieve highly and those who do less well. It is evident from the comparisons between Southend and its statistical neighbours that children and young people in Southend with Special Education Needs and those eligible for Free School Meals achieve less well than other children. Improvement has continued in the Early Years Foundation Stage with more children achieving high levels in their assessments.

In Key Stage 1 more pupils achieved higher results. The 2010 results are significantly better than 2009 in all subjects and at all levels. Standards achieved at Key Stage 1 in 2009 had already resulted in a halt to the previous downward trend in results. The Key Stage 1 results have now really turned a corner.

Overall standards at the end of Key Stage 2 have improved. Results are better than last year and compare better to the national level. The picture is complicated by the national Key Stage 2 test boycott so some results are from national tests and others from moderated teacher assessments.

GCSE results have risen yet again. No Southend school is below the floor (minimum) target level of 30% for 5 GCSE A*-C including English and maths. Secondary results show continued year-on-year improvements.

Supporting Vulnerable Pupils by Narrowing Gaps in Outcomes

In Early Years Foundation Stage the Narrowing the Gap (NtG) indicator compares the achievement of the lowest 20% of children at EYFSP with the rest. The average total score for the 20% was 59.6 in 2009 and improved to 61.7 (+2.1) in 2010, showing a greater increase in score from 2009-10 than the previous year.

Comparing the lowest 20% score with the rest gives a 29.7% gap figure for Southend (improved from 32.7% in 2009 – a lower figure for the gap indicates better performance). This is better than Statistical Neighbours' average performance of 30.7 (2009 31.5%) and the National figure of 32.7 (2009 33.9%), Southend again has a better result than national and now a five year improving trend.

Within the key areas of Communication, Language and Literacy (CLLD) and Personal, Social and Emotional Development (PSED), the results improved for children in the 30% most deprived super output areas, so those gaps were also narrowed, consistent with the council's aspirations.

Primary gap indicators are calculated from SAT results, so they are affected by the test boycott. In the schools which undertook the tests the Special Education Needs (SEN) gap was 59.7%. The equivalent figure for those schools for 2009 was 61% so that gap was narrowed in 2010.

For free school meals (FSM) the same applies. The gap for participating schools in 2010 was 15.6%, compared to the 2009 figure for those schools of 26.2% and a predicted performance of 25.8% for 2010. It appears from the data available that the FSM gap was very significantly narrowed.

In secondary the previous declining trend at secondary schools was reversed in 2009 for the two areas which measure the different achievements of pupils on FSM and those with SEN, compared with the majority. The SEN/majority gap was reduced by 1.5%, whilst the FSM/majority gap was reduced by more than 10%. For 2010 the SEN gap increased from 56.6% to 62%, so the improving trend was not sustained. The FSM gap increased from 30.1% to 36.2%, which is better than 2008 but wider than 2009. The secondary 'gap' is exaggerated locally by the high performance of our grammar schools which includes significant numbers of children from Essex.

In recognition of this schools have been issued a gap tool for use by SEN co-ordinators. This enables them to identify children and plan interventions to raise achievement. Each school, both primary and secondary, now has their own

interactive spreadsheet loaded with information on how their gap is calculated and which they are using to track their SEN and FSM pupils and narrow their gaps.

Reading ability at the end of Year 6

Nationally in some parts of England up to 15% of Boys are entering secondary school (year 7) with the reading ability of a seven year old (level 2). In Southend we have used Teacher Assessments to analyse the reading abilities of pupils at the end of years 5 and 6.

The expected level of reading ability of a Year 6 pupil is Level 4 or above, and the expected reading level of a Year 5 pupil is Level 3 or over. In Southend in 2010 almost 6% of boys and 3% of girls entering secondary school were assessed to have a reading ability equal to a seven year old. Overall nearly 19% of boys and 13% of girls entered secondary school with a reading ability below the expected level for their age (level 4 or over).

Table 16 Reading ability by year group and gender

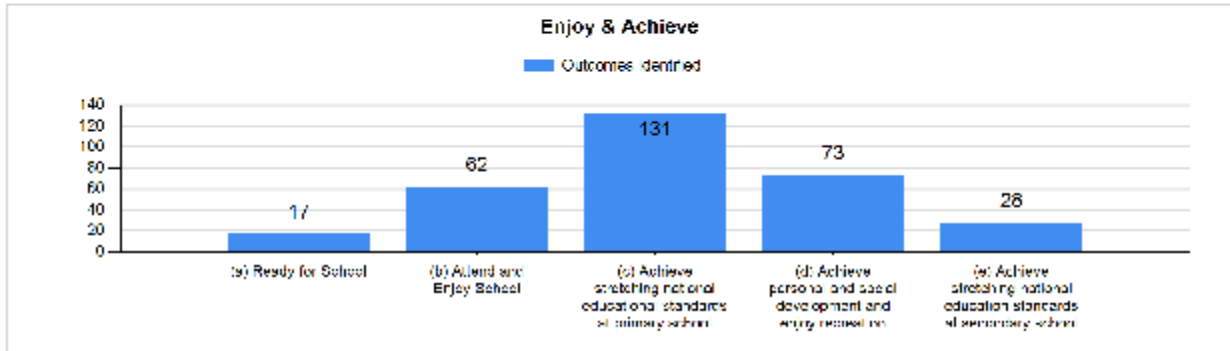
Reading teacher assessments Year 6	Boys	Girls
<Level 3	5.8%	2.7%
<Level 4	18.7%	13.2%
Level 4+	78.1%	84.1%
Reading teacher assessments Year 5	Boys	Girls
<Level 3	12%	7.1%
At Level 3	29.5%	25.9%
<Level 4	41.5%	33.1%
Level 4+	58.5%	66.9%

Absence from primary schools continues to improve year on year and is now close to the national average. The overall level of absence from primary schools has improved from 5.59% in 2007/08 to 5.46% in 2008/09 and to 5.39% in 2009/10. Absence from secondary schools has also improved over the same period, from 7.60% in 2007/08 to 7.69% in 2008/09 and to 6.94 in 2009/10. The new Southend policy document 'Be There: A strategy for improving attendance' (agreed with schools and other agencies in February 2010) provides the framework for continued improvement in school attendance.

Secondary Persistent Absence improved overall from 6.9% in 2007-8 to 6.8% in 2009 and to 4.6 in 2009/10. The figure 4.6% for persistent absence from secondary schools is a significant improvement on the previous school year and reflects big reductions in some schools. This rate of reduction during the 2009-10 school year is greater than many other local authorities. Persistent Absence levels also improved across primary schools over the same period, to 1.9% in 2009/10. (Persistent Absence from school is when pupils miss more than 64 half day sessions from school in a year).

Common Assessment Framework (CAF)

37% of the Common Assessment Frameworks raised in the twelve months to December 2010 identified Enjoying and Achieving related outcomes. 41% of those had outcomes linked to achieving stretching national educational standards at primary school level. Figure 20 sets out the Enjoying and Achieving CAFs.



The **Child Well-being Index** 2009 ranks Southend as 85 out of 149 local authorities in the Education domain which covers attainment, school attendance and destinations at age 16. Southend scored 25.25, a better score than the average statistical neighbour score of 25.75. The indicators used in this domain do not look at the achievement gap between vulnerable children and other children.

The Child Well-being Index Environment score captures aspects of the environment that affect children’s physical well-being (health, exercise and safe, independent mobility). Indicators of the potential of the natural environment to provide children with play spaces that enhance their personal, cognitive and social development are incorporated – air quality, green spaces, numbers of bird species, road safety, availability of sports and leisure and distance to schools). In the Environment domain of the Child Well-being Index Southend is ranked 137 out of 149 and a higher score than each of the statistical neighbours (a low score is a good score).

What the survey results tell us

Just under a quarter (24%) of Your Say 2010 survey respondents stated that they often worry about exams and tests. Overall 16% of respondents said yes when asked ‘do you ever feel afraid of going to school or college’. For junior school pupils 22% said that they felt afraid of going to school compared with 13% at secondary school. Key reasons for feeling afraid of going to school were: ‘struggling with work/lessons/exams’, bullying, not liking school. Other comments show that pupils have concerns about the transition from Primary to Secondary School.

When asked ‘what else do you think should be taught at school?’ the top three answers selected were 1) dealing with things that go wrong in your life, 2) Cooking and 3) What money is and how to manage it.

When asked 'which of these will help you be successful in life?' 69% of respondents selected 'Success at school', 43% 'having good friends', 41% being kind and 38% being fit and active.

19% of comments in our 2009 survey related to making learning fun (learning games and involving children in planning lessons), other areas commented on were the importance of the teaching assistants role and the need for more affordable youth activities. A selection of the comments is as follows:

"We need more services available in the community for children and young people, particularly if they are based at the schools and the cost of using them is priced so that parents can afford to use them"

"Provide schools with the ability to reduce class sizes. A class of 20-24 is more manageable than 33! All children would benefit from the extra attention they would be able to receive"

"better communications practices from schools - parents can support their children better when they are properly informed about what their individual children are doing at school - e.g. more frequent one to ones with teachers, information about the curriculum etc"

"my teacher never gets us doing anything active so that effects our learning"

6.5 Making a positive contribution

Southend performance is in the top quartile for the following indicators:

- Under 18 conception rate
- Young offenders access to suitable accommodation
- Rate of permanent exclusions from school
- Young People's participation in positive activities
- Prevalence of Chlamydia in under 25 year olds - screening
- First time entrants to the Youth Justice System aged 10-17

Southend performance is in the upper middle quartile for the following indicators:

- Rate of proven re-offending by young offenders
- Young offenders engagement in suitable education, employment or training

Southend performance is in the bottom quartile for the following indicators:

- Young people within the Youth Justice System receiving a conviction in court who are sentenced to custody

Children and young people in Southend are very much involved in the decision-making which affects their lives and in making a contribution to service planning, for example:

- 22% of all 13-19 year olds voted in the 2008 youth mayor elections;
- 32.5% of all 13-19 year olds (4,444 young people) voted in the 2009 youth mayor elections;
- 3,259 voted in the 2010 Youth Mayor elections
- There is a thriving Youth Council which produces an annual action plan outlining their plans for the year ahead based on the consultation during the Youth Mayor Elections (this year the Youth Council managed to negotiate lower age limit threshold for concessionary fares for young people on Arriva buses, as well as arranging a Councillor's Question time where young people could question local decision makers and launched a safer driving campaign);
- Southend has a Member of the UK Youth Parliament who represents the views of young people on a national level;
- The 'Voice for All' youth council for looked after children was established in 2008 and has been involved in developing a pledge outlining the Council's promise to looked after children;
- The contribution and involvement of children in care was judged to be 'outstanding' by Ofsted in the 2008 fostering inspection;
- Young people are represented on the Locality Partnership Boards;
- The 'Voice of Young Child Project' has been introduced in Southend ;
- School Councils are in every school;

Young people's participation in positive activities

Previously the annual TellUs survey of young people in Years 6 and 10 was one of the methods used to measure young people's participation in positive activities. The last TellUs survey was conducted in schools during November 2009 the results placed Southend as 6th across all local authorities in Southend for its provision of positive activities. The results of the Your Say 2010 survey tell us that

young people want less structured activities provided at the weekends but more safe places to go to relax with friends. The directional steer at our centres will be to acknowledge this and to work with local communities and young people to work to meet their needs.

Connexions opened its new 'My Place' youth and community centre in Shoebury in July 2010. Membership has continued to grow and between October and December 2010 and a total of 1,363 young people accessed the various facilities run at the centre.

Whilst our performance in this area is very good we are ambitious to ensure that in all areas children, young people and families really influence provision and the development of services. This is a priority area for improvement.

Young offenders

The 2010 mid year rate of proven re-offending (0.40 offences per offender) is currently on track against a target of a maximum of 0.98 offences per offender at end year.

Young offenders' engagement in suitable education, training and/or employment is also currently exceeding the target set by the national Youth Justice Board. The rate of 77.1% is higher than Eastern, Family or National figures.

Progress against our first time entrants to the Youth Justice System target is excellent; there were 27 entrants by mid-year against a target of a maximum of 310 this considerably exceeds Eastern, Family and National comparators.

Table 17 Reduction in First Time Entrants to the Youth Justice System

Reduction in First Time Entrants				
	Southend-on-Sea	Eastern	Family	England
April-September 10	27 Reduction Of – 10.0%	Average 244. Reduction Of -29.7%	Average 87 Reduction Of- -25.9%	Average 148 Reduction Of- -28.5%
April – September 09	-74.4%	-12.4%	-23.7%	-19.4%

What the survey results tell us

Overall 58% of respondents to the Your Say 2010 survey participate in at least 1 or more after school clubs per week and 71% participate in an organised activity outside of school. 90% of respondents said that they did not attend a Breakfast Club.

When asked 'how much money do you earn through pocket money or part-time work per week?' 31% of respondents stated that they received £0. 48% of Secondary School pupils earn or receive between £5 and £25 per week. When asked 'what do you do with your money?' 57% of respondents chose from the multiple choice answers that they saved some of it, 50% stated that they buy clothes and accessories and 27% spent some money of youth club activities.

Overall 24% of young people said that they have done regular volunteering within the community, and 38% would like to do some volunteering.

When asked for their views on graffiti 31% of young people selected that they don't like graffiti, 22% that they don't mind it, 7% said that they had done some and 40% stated that they had never done any graffiti.

52% of young people said that they used public transport compared with 32% in the TellUs 4 survey results. This may be attributed to the renewed age based concessions in Southend for bus services that were negotiated by the Youth Council.

Comments provided in response to our 2009 survey demonstrate a clear need for better signposting of activities and for more provision of activities that are fun and meet the needs of children and young people. Throughout the survey the majority of responses highlighted the need for activities to be affordable, accessible and at the right times for children, young people and families.

"Continue to tailor programmes and support in ways that children, young people and families want to engage with. Review service delivery to reflect multiple working patterns of parents to encourage their engagement."

"There should be more fun things to do which are free. There are not many places for us to go in the winter because it costs a lot of money"

"I feel there is a lack of services for adults and young people with learning needs, for example community based support to help them build support. Better access to housing and general support to help them fill in forms. There seems to be a lack of provision for children to access after schools activities or those that are available are too expensive for low income families."

6.6 Economic well-being

Southend performance is in the **top quartile** for the following indicators:

- Care leavers in employment, education or training

Southend performance is in the **upper middle quartile** for the following indicators:

- Achievement of a Level 2 qualification by the age of 19
- Achievement of a Level 3 qualification by the age of 19
- Care leavers in suitable accommodation
- 16-18 year olds who are not in education, training or employment

Southend performance is in the **lower middle quartile** for the following indicators:

- Participation of 17 year olds in education or training

Southend performance is in the **bottom quartile** for the following indicators:

- Take up of formal childcare by low-income working families
- Inequality gap in the achievement of a level 2 or level 3 qualification by the age of 19

Post 16 education

The quality of school sixth forms in Southend is variable. Provision in the four selective schools is outstanding, it is good in the two Roman Catholic schools, but none of the borough's five non-selective schools were judged to have a good sixth form in their most recent inspection, and this is a priority for improvement. Post -16 education for young people with special educational needs is in need of improvement.

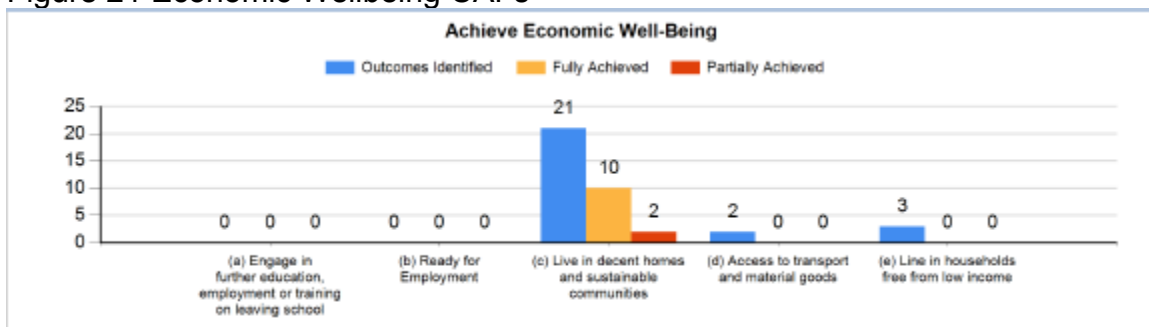
16 to 18 year olds who are not in education, employment or training (NEET)

In 2006 - 2007 the number of 16 to 18 year olds who were NEET in Southend was 5.9% in 2007 – 2008 this rose to 7% although this was still significantly better than our statistical neighbours but slightly below the national level. The higher rate of 7% for 2008-2009 is a reflection of the difficult economic conditions. The NEET rate in Southend continues to improve and remains on target, as at January 2011 the rate was 5.2%, down from 5.5% in January 2010 and 6.8% in January 2009.

Common Assessment Framework (CAF)

Whilst only a small proportion of the 611 CAF's raised during the twelve months to December 2010 highlighted achieving economic well-being 81% of those that did identified outcomes regarding living in decent homes and sustainable communities.

Figure 21 Economic Wellbeing CAFs



Housing and Homelessness

In Southend the number of cases accepted as homeless was 66 in 2008/09 compared to 46 in 2007/08, but the picture is better than the figures show. For instance, people going into supported housing (predominantly young people) get priority banding for re-housing when they are ready to move on, making for a smoother transition into settled accommodation, and helping to prevent housing schemes from 'silting up' and developing long waiting lists. This also means that Southend does not need to take as many homeless applications from people needing supported accommodations since they are able to access the schemes much quicker. In Southend we have our own hostels, so do not have to rely on Bed and Breakfasts for temporary accommodation and are able to use much more secure and better managed accommodation than elsewhere in Essex. The Leaving Care and Youth Offending Teams have their own dedicated units in these hostels, giving them immediate access to rooms for vulnerable young people. We have developed protocols between Probation, Housing and Children's Services and work closely with the Supporting People team to make sure vulnerable groups are provided with a joined up service, responding well to ensuring young people are reunited with their families where breakdowns have occurred in late adolescence, and accommodating a very small number of young people under section 20 during 2009/2010 and 2010/2011.

What the survey results tell us

The Your Say 2010 survey asked pupils what they thought they would do when they finish year 11 nearly 70% of respondents identified that they would like to do a course at sixth form or college. 71% of respondents thought that they would also go to University or other higher education in the future, with 7% not wanting to. Less than 5% thought that they would get a fulltime job without training and 7% thought about getting a fulltime job with training.

Our 2009 survey asked young people what we could do to improve their economic well-being. The comments in this section of the survey ranged from better careers advice across the school age, capacity to deliver more vocational training and attracting employers to Southend. The Economic Well-being section of the questionnaire received by far the highest number of comments from children and young people on what should be done than any other section of the survey. Below is a selection of some of their comments:

"A lesson on what jobs there are and what they need to do to get that job"

"Give more lessons about growing up."

"show them how to deal with things e.g. paying bills and credit crunch"

Other comments included:

“again I think that all schools would benefit from motivational speakers, trainers to teach young people that are as capable as anyone to be successful and that they deserve a happy and prosperous future.”

“During secondary school to equip them with basic skills for the working world i.e. setting up bank accounts, interviews”

6.7 Enabling actions to deliver the Children and Young People's Plan

We have included a section on the enabling actions that we will take to ensure that our support systems, processes and ways of working are effective, efficient and demonstrate our commitment to ensuring that a partnership approach allows us to deliver excellent outcomes in Southend.

Our key focus in this area is:

- Continuing to strengthen multi-professional integrated working
- Implementing the Southend Children's Partnership Workforce Strategy
- Align and develop arrangements for GP commissioning
- Strengthening joint work between Southend Children's Partnership and other strategic partnerships to improve community cohesion and well-being

{Inside back cover}

Back cover