

Southend-on-Sea Borough Council

Report of The Success for All Children Group
to

Health and Wellbeing Board

On

30th June 2014

Report prepared by:
Darren McAughtrie, Group Manager Strategic Commissioning
and Early Years

Agenda
Item No.

Children and Young People's Plan – Draft Priorities for 2014/15

1. Purpose of Report

- 1.1 This report presents to the members of the Board for discussion the draft priorities of the Children and Young People's Plan 2014/15.

2. Recommendation

- 2.1 Members of the Board are invited to do agree the priorities and propose any amendments for consideration.

3. Background

- 3.1 The Success for All Group is updating the annual Needs Analysis document and these themes continue to be the areas that the partnership needs to drive forward focussed partnership effort.
- 3.2 A Priorities Setting Workshop was held with members of the Success for All Group in November 2013; this involved reviewing progress and performance against the current plan, up to date benchmark information against national and statistical neighbour performance and reviewing the priorities in the light of the available information.

4. Proposed Priorities for 2014/15

- 4.1 There are seven proposed priority areas of the Success for All Children Group for the coming year; these are continued from the 2013/2014 Children and Young Peoples Plan, with slight amendment to the wording to capture the nuances of what needs to be achieved.

1. Closing the divide between more advantaged and less advantaged children and families in Southend
2. Supporting families at the earliest opportunity to prevent their needs escalating and to help them transition through our services
3. Keeping children and young people safe
4. Supporting young people and families to live healthier lifestyles
5. Continuing to improve the life chances for looked after children and those on the edge of care
6. Supporting young people to prepare for employment
7. Ensuring agencies proactively seek out and respond to the views of children and young people

The priorities are set out below, along with an indication in bullet point form of the range of activity areas that need to be progressed, delivered and embedded throughout 2014/15.

The Success for All Children Group is a strategic delivery arm of the Health and Wellbeing Board. In order to demonstrate the link between the Health and Wellbeing Priorities and the Success for All Children and Young People's plan activities that link to the Health and Wellbeing Strategy's 9 ambitions are denoted by (HWBA) and the number of the priority. Corporate Priorities for Southend Borough Council are denoted with (CP).

Outcome focussed priorities

1. Closing the divide between more advantaged and less advantaged children and families in Southend

Outcome focus:

Delivering the School Improvement outcomes of the Learning Together and Southend Challenge	Ambition 1 (HWBA)
Narrowing the gap through improving achievement and progression from Early Years Foundation Stage (EYFS) to Key Stage (KS) 4 to all (including vulnerable groups)	Ambition 1 (HWBA)
More effective use of the pupil premium grant across schools in Southend with an identifiable impact on achievement and attainment for low income pupils	
Mitigating the impact of poverty on early years development through increasing the take up of 2 year old funded nursery places	
More families are prepared for the impact of welfare reform (particularly UC and HB changes 1 st April 2012)	
More targeted families feel the benefit of interventions through the Streets Ahead programme	

2. Supporting families at the earliest opportunity to prevent their needs escalating and to help them transition through our services

Outcome focus:

GP and CCG alignment with integrated services including pre-birth	
Improving information sharing i.e CAF at early years transition of information from settings to schools	
Reinvigorating CAF integrated model usage	
Earlier identification of needs	
Improving our understanding of CAF data in order to improve practice on challenging cases – performance measures similar to social care to performance manage progress?	
CAMHS	(HWBA3)
Mental wellbeing -positive emotional health and self-esteem in children young people e.g. carers is promoted by raising awareness	(HWB A3)
health visitor interventions for women at risk of postnatal depression and parenting programmes	HWBA3
Support given to Young Carers	(HWB A 1)
Deliver the Maternal Early Sustained Childhood Home-Visiting (MESCH) programme to targeted families. (MESCH is a long-term home visiting programme starting in pregnancy and continuing to child age 2 years and it provides professional support to help families through the transition to parenthood)	

3. Keeping children and young people safe

Outcome focus:

Maintaining a robust social care function	
Reducing the number of children becoming looked after	(HWB A1)
Reducing road traffic incidents involving children	
Improving support to young carers	
Road Safety	
Bullying	
Domestic Abuse	(HWB A4) (CP)
Youth Crime and anti-social behaviour	
Children are safeguarded by maintaining low levels of unintentional and deliberate injuries	(HWB A4)

4. Supporting young people and families to live healthier lifestyles

Outcome focus:

Improving early year's families' health	(HWB A2)
Improving and maintaining healthy weights	(HWB A1)
Maintain the decline in teenage conceptions	(HWB A1)

Ensuring families are able to make the most of the facilities and services on offer	
Buck the breastfeeding initiation and continuation trend	
An increased percentage of the eligible population attend for screening programmes	(HWB A7)
an increased percentage of eligible population take up the offer of immunisations	(HWB A7)
Education for children and young people of the risks associated with the misuse of drugs and alcohol	(HWB A2)
Adequate treatment systems are commissioned to maximise the numbers of people making a successful recovery from addiction	(HWB A2)
Making Every Contact Count training	(HWB A2)

5. Continuing to improve the life chances for looked after children and those on the edge of care

Outcome focus:

Continuing to review, monitor and improve processes with relation to referrals, s.47, CPP rate	
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6. Supporting young people to prepare for employment

Outcome focus:

Tackle absence and persistent absence	
Raising the participation age 14-19 education provision	
Focussing on 17-18 year old NEETS	
Work preparation and skills matching	
Our population are able to access opportunities that will equip them with the best opportunity to move on in their lives through education employment and as active members of the community	(HWB A9)

7. Ensuring agencies proactively seek out and respond to the views of children and young people

Outcome focus:

Improving the provision of training to officers and councillors on engaging with young people	
Broaden young people's involvement in appraisals across the partnership	
Introduce a suite of online service user surveys	

5. Next steps

- 5.1 The Success for All Children Group will present the final Needs Analysis to the Health and Wellbeing Board.

5.2 The Success for All Children Group will present a full Children and Young People's Plan to the Health and Wellbeing Board for approval.

6. Corporate Implications

6.1 Contribution to Council's Vision and Critical Priorities – continuing to improve outcomes for vulnerable children and delivering targeted services that meet the identified need of the community.

6.2 Financial Implications – The Children and Young People's Plan is delivered within the existing budgets of the partners represented on the Success for All Children Group.

6.3 Legal Implications – none

6.4 People Implications – none

6.5 Property Implications – none

6.6 Consultation – all agencies with actions in the plan contribute to the quarterly progress reports.

6.7 Equalities Impact Assessment – none

6.8 Risk Assessment – none at present.

7. Background Papers

7.1 There are no background papers.

8. Appendices

8.1 There are no appendices.