



**Success for all**  
Southend Children's Partnership

## Children And Young People's Plan 2010 - 2013

aspiration | achievement | inclusion | participation | excellence





**"The aim of The Southend Children's Partnership is simple - Success for all!"**  
**Rob Tinlin, Chair, Southend Children's Partnership Board**

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We are positive about working together to improve the outcomes of every child and young person in Southend





# 1. Foreword



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## We are delighted to present the Southend Children's Partnership Children and Young People's Plan 2010 – 2013.

We are proud of the achievements of our children and young people in Southend and we are delighted with the improvements that have been made in outcomes over the last few years. We thank staff across the Children's Partnership for their commitment and skill in enabling these improvements to happen.

Whilst we are pleased that the outcomes for children and young people in Southend are recognised as good, we aspire for them to be outstanding so that all our children and young people can be successful and achieve their potential.

This Children and Young People's Plan is about this next stage in our journey: it sets out how we will enable our children and young people to be the best they can be, and how we will work with families and communities to reinforce these high aspirations.

Our Children's Partnership (our Children's Trust) is well placed to deliver this level of ambition, building on the strong collaborative working that has already brought about our track record of improvement. The Children's Partnership will also continue to work as part of Southend Together (our Local Strategic Partnership) to support the drive for broader improvement in our communities.

Based on a strong vision for the future, a detailed analysis of our current strengths and weaknesses, and the contributions of children, young people, families, communities and the children's workforce, this plan sets out the road map for the next stage in our journey. We commend it to you.

### **Rob Tinlin**

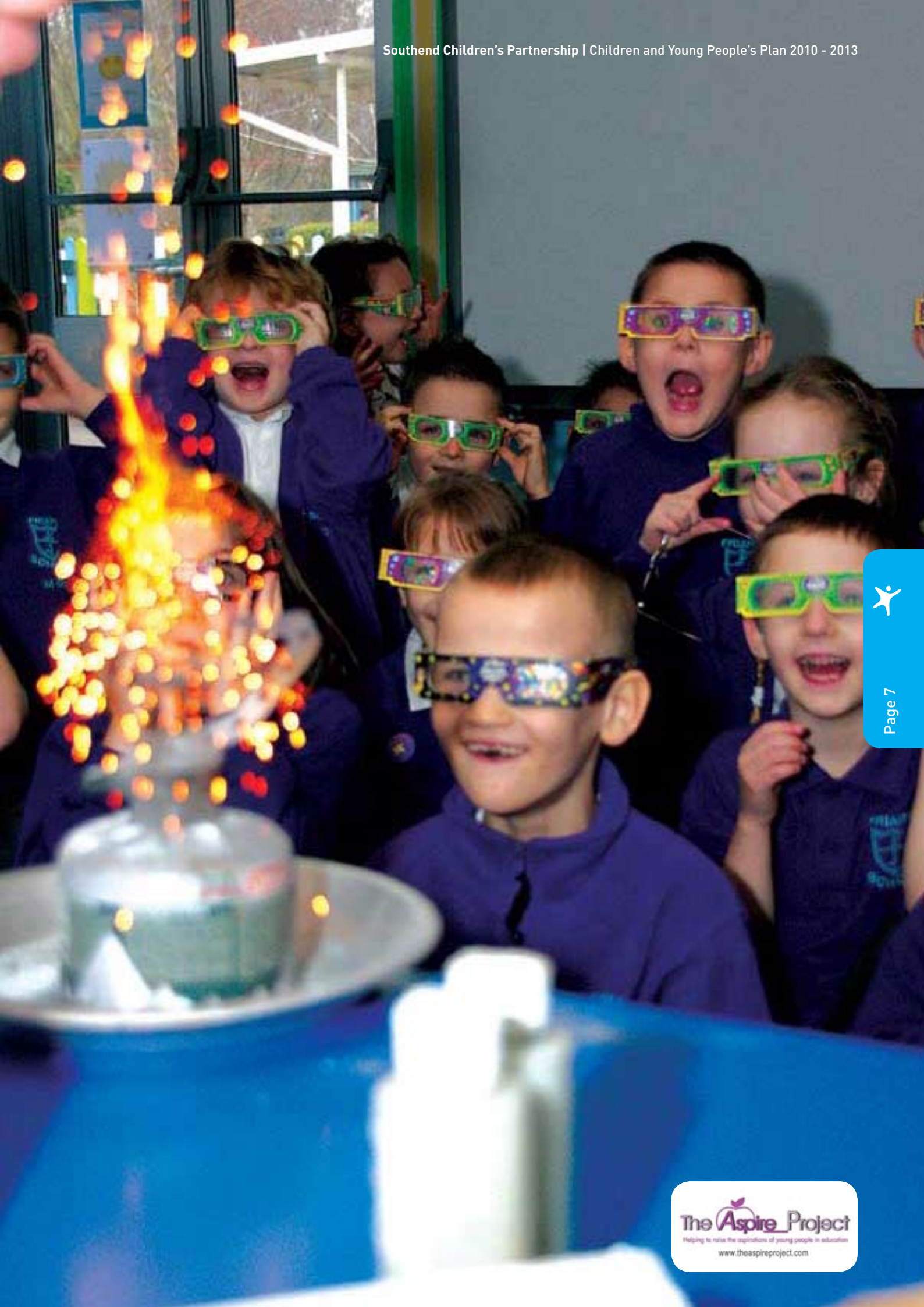
Chief Executive SBC and  
Chair of Southend Children's Partnership

### **Adam Connolly**

Youth Mayor









Success for all







## 2. Vision and Introduction



## 2. Vision and Introduction

### Our aim is simple – success for all.

We have high ambitions for our children and young people and we want the best outcomes for them that, together, we can achieve.

Over the past few years services for children in Southend have improved year on year. In 2006 all five key strands of provision were judged by OFSTED to be only 'adequate'; in 2007 some improved to good. By 2008 overall effectiveness of children's services was judged as 'good', and this was sustained in OFSTED's 2009 judgement that we were 'performing well'. We are committed and determined that children's services, and the outcomes we achieve with children and young people should be outstanding.

For the next stage of our journey we need to hold to our vision for children and young people, of:

- Helping children and young people 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

In order to secure excellent services and excellent outcomes, we believe that the following drivers are particularly critical:

- Delivering **excellence in outcomes for children** by consistently reaching top quartile performance and then performance in the top 10% of all authorities
- Strengthening the **responsiveness of services by further involving children, young people and their families** and enabling them to influence the shape of provision
- Continuing our **successful integrated working** so that we further strengthen the impact of early intervention and preventative working
- Ensuring **excellence in leadership** at all levels, so that all leaders inspire, model contagious positivity and encourage distributed leadership
- Enhancing our **culture** across the Children's Partnership, so that all members of the children's workforce experience their context as a place where they can, and do, give of their best



## About this Plan

This Children and Young People's Plan (CYPP) 2010 – 2013 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 priorities for 2010 – 2013 and summarises the key actions we will undertake to deliver these in 2010 – 2011. An action plan accompanies this document; the action plan 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 annual updates of this plan for 2011 – 2012 and 2012 – 2013 which will review our progress against our priorities and set out the refreshed action plans.





At the heart of the Plan are our key priorities for improving  
outcomes for children and young people



### 3. Our Priorities 2010-2013





# 3. Our Priorities

Our agreed priorities for Southend are set out in the table below.

## CYPP 2010-2013

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.

### SUCCESS FOR ALL

**Being Healthy**

**Staying Safe**

**Enjoying and Achieving**

**Making a Positive Contribution**

**Achieving Economic Well-being**

### 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

Ensuring positive activities are available and accessible to all young people, including those from vulnerable groups e.g. young carers

Deliver new commissioning arrangements for 16-19, securing increased participation, reducing 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 examples 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 service 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

Continue to develop the Extended Services Offer across all schools and 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

Improve transitions into adult life for children and young people with learning difficulties and disabilities

Improve healthy living by reducing obesity, 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 all vulnerable children and young people

Improve access to suitable housing for vulnerable 16-18 aged young people and for vulnerable families

### ENABLING ACTIONS

Continue to strengthen multi-professional integrated working

Implement the Southend Children's Partnership workforce strategy

Extend strategic commissioning and pooling of budgets

Strengthen joint work between SCP and other strategic partnerships to improve community well being and cohesion







Southend is a place where everyone supporting children and young people work together effectively to put the child at the centre of the service



## 4. Working in Partnership





## 4.1 Governance arrangements

This section of the plan explains a little more about Southend Children's Partnership, how it is structured, its processes for ensuring all partners work together effectively, how we endeavour to safeguard children and young people, our combined resources and how we monitor and manage our performance and risks.

This section also provides further detail about the process of developing this plan with children, young people and their families and the wider children's workforce.

Children's Trusts are exciting local partnerships which bring together the organisations responsible for services for children, young people and families in a shared commitment to improving children's lives. It is local authorities which lead Children's Trusts, but they work closely with other local agencies with a legal duty to be part of the Trust. This includes the Primary Care Trust, the Police, Probation, JobCentre Plus, Schools and Further Education establishments and the Youth Offending Team.

The Children's Trust, Southend Children's Partnership, for Southend is a key part of the Local Strategic Partnership in Southend known as 'Southend Together'. For further information on our Local Strategic Partnership visit the website [www.southendtogether.co.uk](http://www.southendtogether.co.uk).

The Southend Children's Partnership Board and the Southend Children's Partnership Executive fulfil the top level governance arrangements for our Children's Trust. The diagram below sets out the structure of the Children's Partnership including the sub-groups and Local Safeguarding Children Board.

**The role of the Board is to ensure the essential elements of a Children's Trust are in place. This means:**

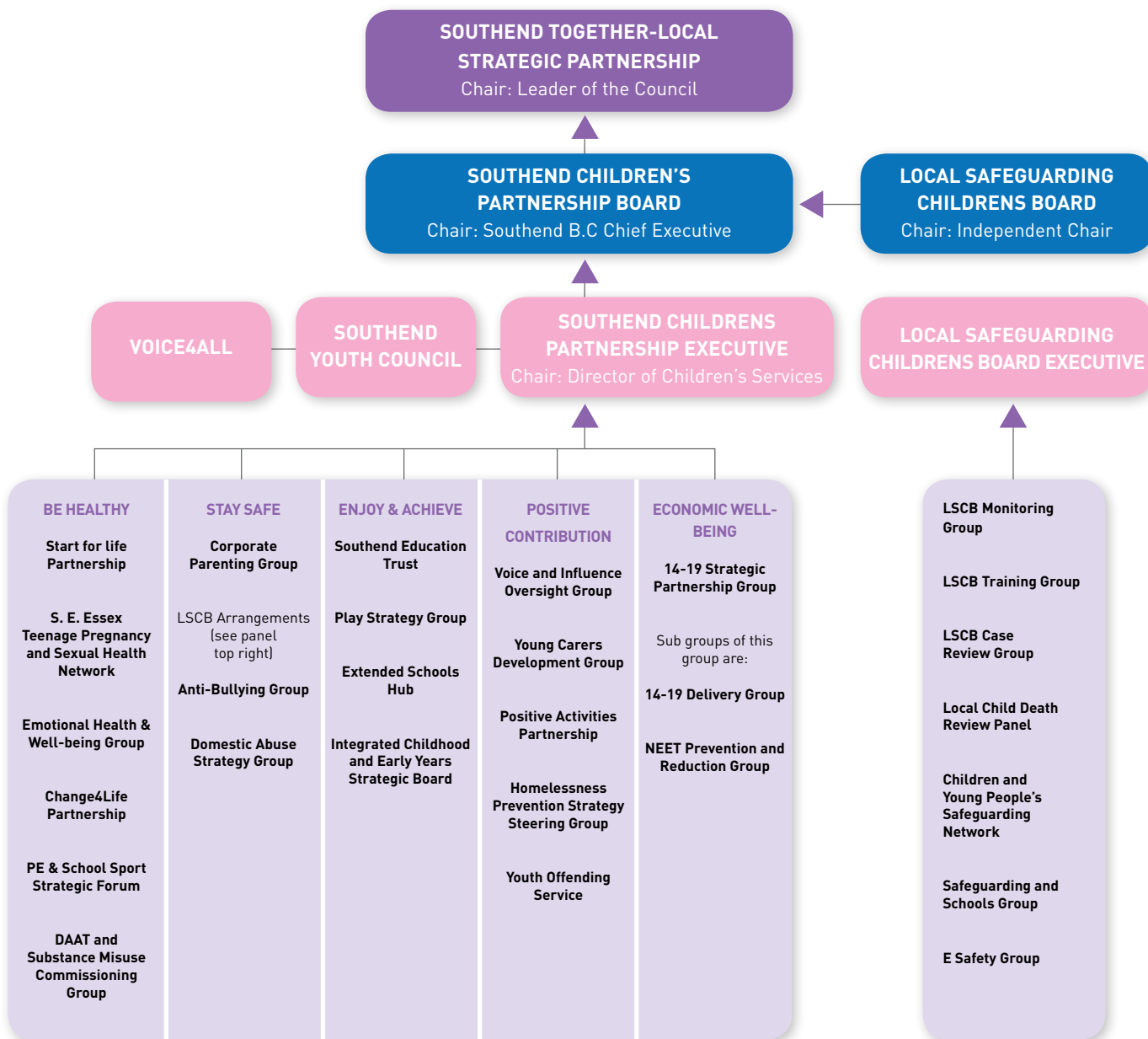
- Developing a child and family-centred, outcome-led vision and plan for all children and young people by understanding, and acting on, the needs of all the children, young people and families in its area
- Knowing how to meet those needs, for instance by bringing together the right organisations and people and pooling or aligning resources
- Being publicly accountable to local families and communities for what is being achieved
- Making sure that those working in front line services, including Children's Centres, schools and community health teams, are receiving the support they need to help children and families
- Always acting to put the children's needs before organisational structures

The Executive, supported by a range of thematic sub-groups, is responsible for the delivery of actions and improved outcomes against our priorities. Terms of reference for the Board and the Executive, including an extensive list of our Children's Partnership members can be found at [www.southendchildrenspartnership.org.uk](http://www.southendchildrenspartnership.org.uk).





# 4.2 The Southend Children's Partnership Structure



ENABLING GROUPS							
Parenting for all Group	Poverty Action Group	Strategic Commissioning Group	ContactPoint Implementation Board and Information and Data Group	LDD Strategy Group	Workforce Development Group	Locality Partnership Boards	Communication Group

Our Children's Partnership Board has established a range of mechanisms to ensure that the Children's Partnership delivers the best possible outcomes for children, young people and families in Southend. These mechanisms are described on the following pages.



## 4.3 Our arrangements for integrated working, early intervention, prevention and support for families

In Southend we believe that integrated working makes a real difference to the lives of children and young people.

We are committed to integrated working and Southend is a place where everyone supporting children and young people work together effectively to put the child at the centre of all services in order to meet their needs and improve their lives. Integrated working is achieved through collaboration and co-ordination at all levels and across all services to:

- Identify needs early
- Deliver a co-ordinated package of support for the child/young person
- Help to secure better outcomes

We will be using the following integrated tools which will help to ensure that the child or young person only has to tell their story once to get the support that they need:

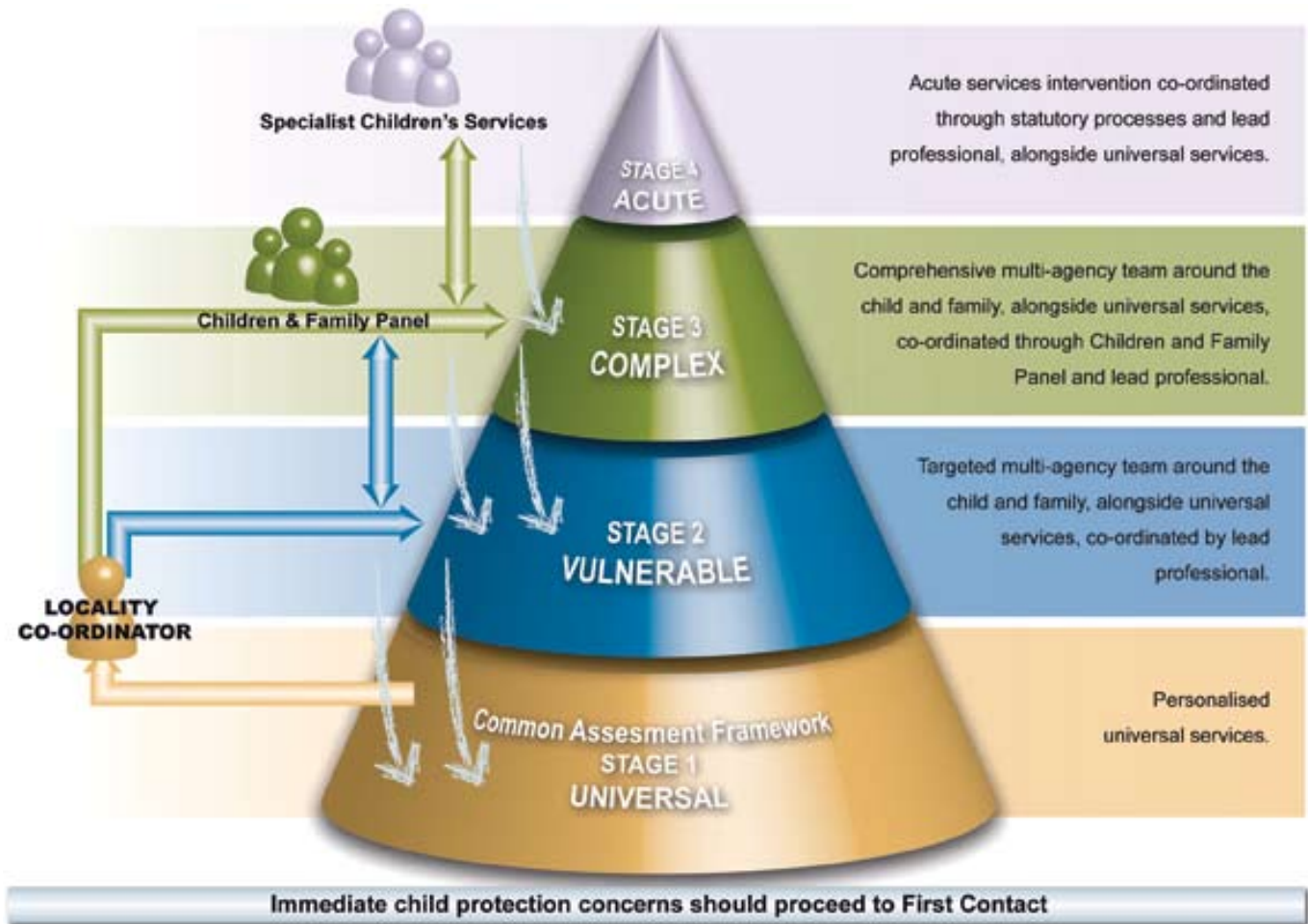
- The Common Assessment Framework
- Information Sharing
- Lead Professional
- Multi-Agency Working

Delivery of integrated front-line working is provided across Southend through three 'localities'. The Southend Staged Intervention Model sets out a clear framework of roles and responsibilities for universal services, multi-agency teams, and specialist services for the earlier identification, intervention and safeguarding of children and young people with additional needs. These needs are identified through the Common Assessment Framework with the support of a Lead Professional working within the Child and Family Panel and Team around the Child and Family processes and ContactPoint. The full Integrated Locality Working guidance document can be found at our website [www.southendchildrenspartnership.org.uk](http://www.southendchildrenspartnership.org.uk). Southend is an early adopter for the implementation of eCAF, the electronic Common Assessment Framework, which is planned for the first quarter of 2011.

Integrated locality-based governance is provided through Locality Partnership Boards. These boards meet on a termly basis and the membership includes Head Teachers, Police, Registered Social Landlords, Connexions, staff working in Child and Adolescent Mental Health Services (CAMHS), Early Years workers, local community and voluntary sectors groups, young people and the Primary Care Trust. The Locality Partnership Boards produce a local action plan to address local needs and support the local delivery of the Children and Young People's Plan.



## The Southend Staged Intervention Model



Southend Children's Partnership recognises that supporting children and young people also involves supporting parents, carers and families. We have developed a local Parenting Strategy and a Think Family programme to ensure that we have a family centred approach. The delivery of Family Support services is being enhanced through joint commissioning and a reconfiguration of the existing services. We have been successful in bidding for and being awarded funding to develop co-located multi-disciplinary work bases for a range of professionals in each locality.



## 4.4 Our arrangements for safeguarding children

**Effective safeguarding is overseen by the Local Safeguarding Children Board (LSCB).**

The LSCB is required to have a distinct identity within the Children's Partnership in order that it can challenge and offer an independent voice. In order to strengthen this function, the Independent Chair of the LSCB is a member of our Children's Partnership Board and provides regular reports. New guidance gives the LSCB a clearer scrutiny function and the annual reporting cycle of the LSCB will be changed (year running from October to September) in order that the findings of the LSCB can be taken into account in the following year's commissioning and action plans of the Children's Partnership Board. There is a direct 'read-across' between the LSCB 'Business Plan' and the Children and Young People's Plan action plan. The Safer Partnership Board, another key partnership in the Southend Together partnership family, serves as the management group for the Youth Offending Service and the latter is also represented on the Southend Children's Partnership Board.

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## 4.5 Joint commissioning and pooled budgets

**Southend Children's Partnership has a shared budget of £547,000 for 2010-2011. This budget is currently used to jointly commission four preventive services as well as contributing to the infrastructure to support the Children's Partnership.**

A Strategic Commissioning Group has responsibility for advising the Children's Partnership of the commissioning of services and the performance of those services and ensuring value for money in these arrangements.

2010 – 2011 onwards will see the Strategic Commissioning Group embedding a revised Partnership Commissioning Strategy, developed with support from the Commissioning Support Programme, and advising the Children's Partnership on opportunities for future aligned or pooled funding arrangements to ensure money spent on services for children and young people in Southend achieves maximum impact in improving outcomes.

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## 4.6 Directing resources at our priorities

**The overall resources available to members of the Southend Children's Partnership to provide services for children, including resources drawn into the town through the voluntary sector, is estimated to be £235 million pounds.**

We have worked as a Children's Partnership to identify the resources available and to establish how these resources are directed at our priorities and the Every Child Matters outcomes. Southend Borough Council is a unitary authority and only serves the Borough of Southend, however many of our partners serve the wider community of South East Essex. It has therefore been necessary to estimate the resources spent by some members of the Children's Partnership using a per head of population basis.



We acknowledge that not all of our voluntary sector partners and colleagues have been able to contribute to this resource assessment and that the equivalent value cost of many of the volunteers working in Southend is not included. However the Children's Partnership does acknowledge the high level of funding drawn into Southend and the impact of services provided by non-statutory groups to children and young people.

**The combined resource assessment estimates the following expenditure across the ECM outcomes:**

	Be Healthy	Stay Safe	Enjoy & Achieve	Positive Contribution	Economic Well-being	Enabling actions / management	Total
£ million	16,076,262	19,066,375	188,309,243	4,318,042	4,890,759	3,071,943	235,732,624
%	7%	8%	80%	2%	2%	1%	100%

**We have not included in this assessment resources allocated to:**

- Buildings, services and facilities for children that are provided by other departments of Southend Borough Council such as parks, leisure services and libraries
- General police services, general fire services, GP's and adult learning and many other services that are received directly or indirectly by children

This is early work to identify what dedicated resources are available to support children, young people and families. These resources are in the main used by individual agencies and schools to deliver services. We will be building on this over the life of this Plan to support our commissioning strategies to ensure that these resources are used across the Children's Partnership in a way that maximises the impact on outcomes for children and young people.





## 4.7 Developing the workforce strategy

Our vision is that we will create a first class workforce for children, young people and families that is inclusive, built on strong partnerships and focused on excellence.

We want every member of this workforce to have the skills and support they need to be able to give of their best every day. We have used the Children's Workforce Development Council's integrated working model, set out in the rainbow diagram below, to help us put in place an integrated workforce strategy which has the following key components:

- A robust workforce needs analysis and planning, monitoring and evaluation
- Enhanced recruitment and retention plans
- Strengthened integrated working and professional expertise
- Effective leadership and management
- Improved quality assurance and value for money



## 4.8 Performance management

We continually monitor and review our progress against the Local Area Agreement, the Children and Young People's Plan and our performance against all relevant National Indicators.

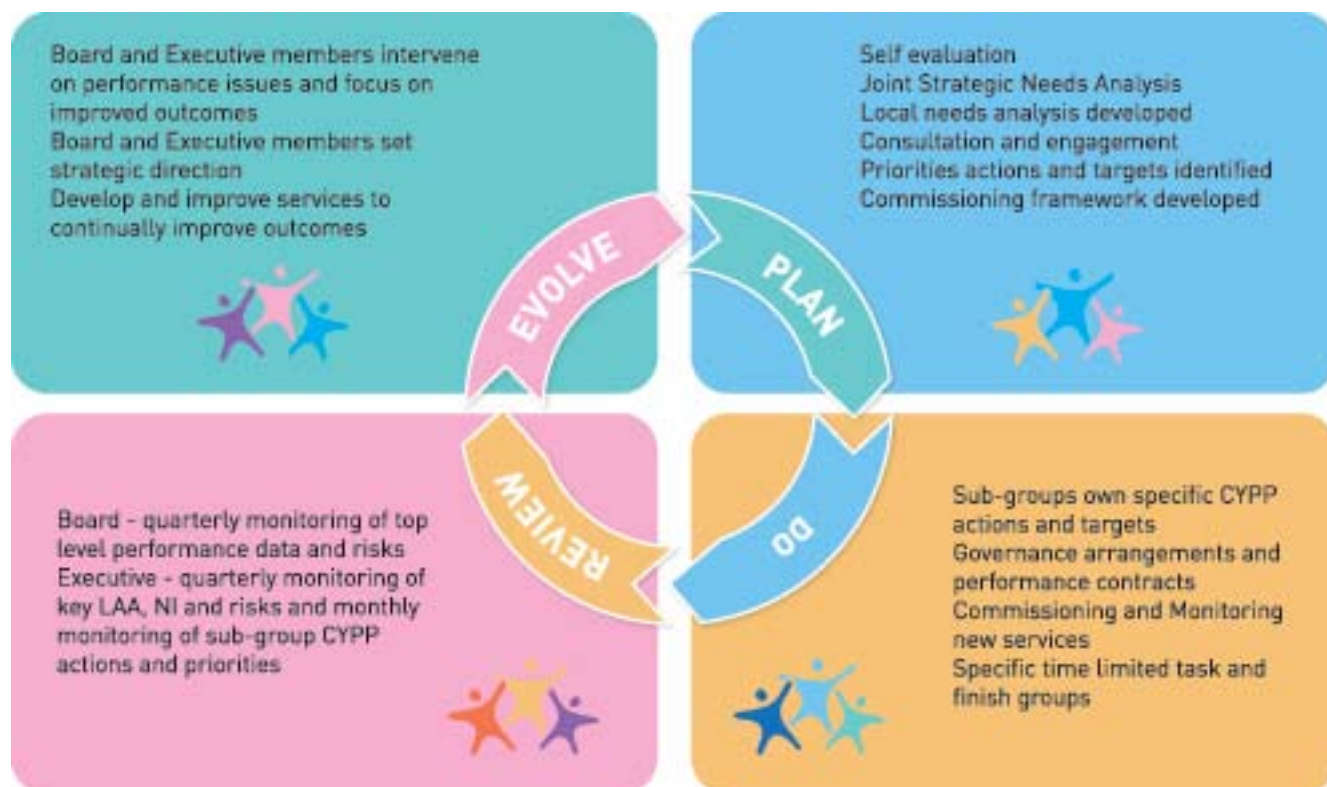
The performance management framework has a number of key elements:

**LAA, National Indicators and key local indicators** The Board and Executive receive quarterly reports outlining performance against a range of indicators and targets. Reports compare Southend performance against National and Statistical Neighbour performance and quartiles. Both the Board and Executive will take action to ensure that performance is understood and remedial action is planned and monitored.

**CYPP Action Plan** The Executive receives regular reports from each of the sub-groups on progress made against the CYPP action plan and targets set within the Plan. Each of the Children's Partnership sub-groups has a clear set of governance arrangements and a performance contract with the Children's Partnership.

**Risk management** Risk review and assessment is undertaken on a quarterly basis. The Board receives the top level risks associated with the Children's Partnership and the delivery of the Children and Young People's Plan, the Executive reviews and monitors all risks and ensures that mitigating actions are in hand.

**Self evaluation** As a Children's Partnership we undertake an annual self evaluation of our performance and progress against our priorities and outcomes. The self evaluation forms part of the evidence base for the Comprehensive Area Assessment and will also inform the needs analysis for the 2011 - 2012 update of the CYPP and action plan.



## 4.9 Equality and diversity

Our Children's Partnership is committed to ensuring equality and valuing diversity in the planning and delivery of services by always seeking to:

- Operate on the basis of principles which actively value the benefits of diversity and which ensure fair treatment in service delivery, in terms of equal access to and equal outcomes from local service delivery which is designed to meet local needs
- Ensure equality of representation and participation in the local democratic process of which it is a part
- Inform, support, involve and give a voice to all sections of the local communities it serves, with particular emphasis on the inclusion of communities of interest, such as minority ethnic groups, faith communities and those with disabilities
- Ensure an appropriate gender balance in its membership, so far as this is practicable
- Respond to diversity by proactively understanding and meeting challenging needs as a result of demographic change

Our Children's Partnership actively monitors children's outcomes from an equalities point of view, and rigorously seeks to minimise inequalities. The needs analysis and strategic action plan components of this document are evidence of our commitment to further narrowing the gap between the outcomes of different groups of children and young people.



## 4.10 How we developed this plan

Our priorities for 2010 – 2013 reflect the key areas for improvement for each of the Every Child Matters outcome areas.

We have identified our priorities through systematic needs analysis and consultation and engagement with children, young people, families and professionals across the children's workforce.





## Working in Partnership

The Needs Analysis used to develop our priorities reflects the pan-Essex Joint Strategic Needs Analysis and includes a specific needs analysis conducted by the Southend Children's Partnership. Our needs analysis compares the outcomes for children and young people in Southend with those of our statistical neighbours (similar authorities across England) as published in the OFSTED Profile in August 2009. Our ambition is to perform in the top 25% of local authorities on all our performance indicators because this is one of the best ways we have to assess whether the outcomes for our children are good enough. This has been a key factor in identifying areas for improvement in our needs analysis.

We have conducted a range of consultation and engagement exercises to inform our priority setting. This has included the 'Be Part of It!' survey of children, young people, parents and the children's workforce and a range of consultation and engagement events with senior managers from across the Children's Partnership, the Youth Council and the third sector.

Our 'Be Part of It!' survey received feedback from 450 people, of which 290 were children and young people, on how strongly they agreed with the priorities drawn from the needs analysis and what they would like us to do to address them.

In order to ensure that as wide a range of children and young people had the chance to inform this plan the range of engagement exercises included: coffee mornings with students and residents of the Southend YMCA, outreach work with youth services, canvassing college students and awarding the schools with the highest levels of participation with certificates of recognition.

The needs analysis and feedback from the survey are included in the following sections of this plan.









We are committed to delivering services that  
meet real needs



## 5. Needs and Strategic Actions





## 5.1 Raising Aspirations and Tackling Poverty

The characteristics of our town and its people have a significant impact on the way the Southend Children's Partnership prioritises its efforts to achieve the best possible outcomes for all children and young people.

It is therefore essential to understand the contextual setting for this Children and Young People's Plan.

A detailed analysis of our performance and areas for improvement for each of the Every Child Matters outcomes and our priorities is provided in the following sections of this plan. This section provides a general overview of the environment in which children's services are delivered in Southend and introduces our cross cutting priorities to raise aspirations for children and young people by working with children and young people, their parents and their communities and our priority work around lifting children and young people out of poverty.

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-performance schools; a growing centre of excellence for Further Education; a 3 star NHS foundation trust and excellent transport links to London.

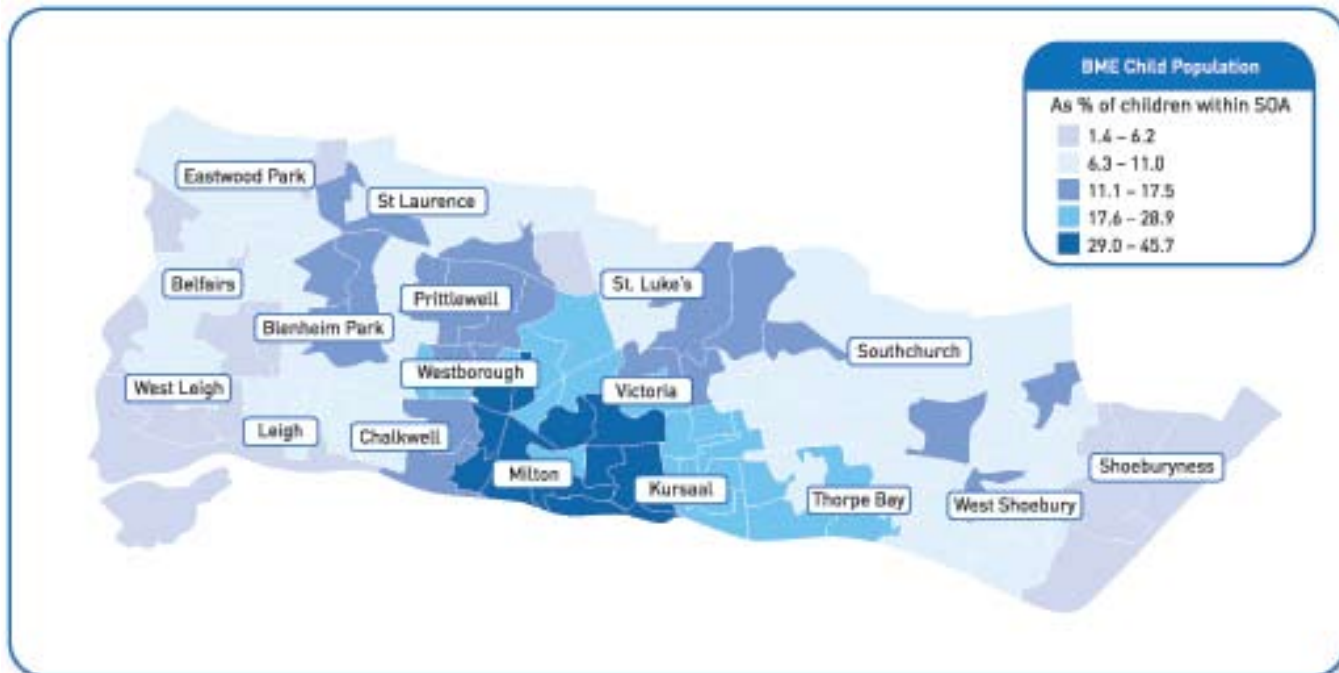
There are also 37 infant, junior or primary schools, 5 special schools and 12 state maintained secondary schools including mixed comprehensive and bilateral schools. There are also four single sex grammar schools, among the top 10 performing schools in the Essex County. The town has a large Further and Higher Education college, South East 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.

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

- Population circa 160,000 (Census 2001)
- In January 2009, a total of 26,900 children attended schools in Southend within the primary, secondary and special school sectors
- Just over 16% of all school children are non-white British compared with 14.8% in 2008; ethnic diversity is increasing at a faster rate than county and regional levels. Figure 1 provides the BME population density for school age children within Southend
- 2009 census of school children identified the mix of languages spoken in the home, the top five non-English languages are: Polish, Bengali, Urdu, Shona and Czech
- A lower proportion of the population than average is aged 15-30 years old, however since 2004 -2005 there has been a sharp and continued increase in birth rates with a percentage increase of 18%
- The mid year population estimate for the number of children under 18 years old living in Southend was 35,340
- In November 2008 there were approximately 2,480 lone parents living in Southend. In August 2006 10,720 children were living with a lone parent, 4,450 children lived with a working lone parent and 6,275 children lived with a non-working lone parent
- Provisional outturns for the 2008 - 2009 academic year show an increase from 50% to 55% of children achieving at least 78 points across the Early Years Foundation Stage Profile



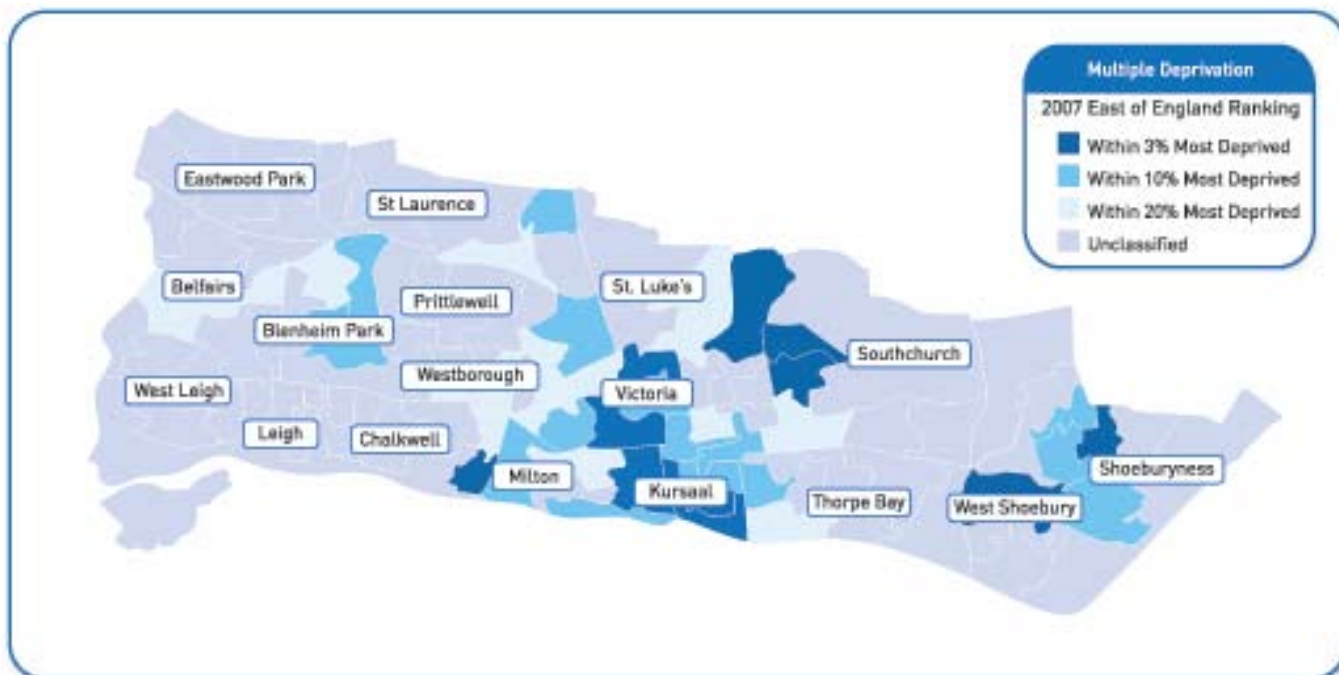
**Figure 1: Black, Asian and Minority Ethnic Population Density for School Age Children in Southend**



Some key facts that present challenges

- Across Southend it is estimated that 12,331 people (7.6% of 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 East of England (see figure 2). There is an estimated 18,978 people living in these 2 wards which equates to 11.7% of Southend's population

**Figure 2: Index of Multiple Deprivation**





- 1 in 4 children are living in poverty; figures 3, 4 and 5 demonstrate the geographical distribution of the Index of Income Deprivation Affecting Children (IDACI) across Southend

Figure 3: IDACI rank within Southend

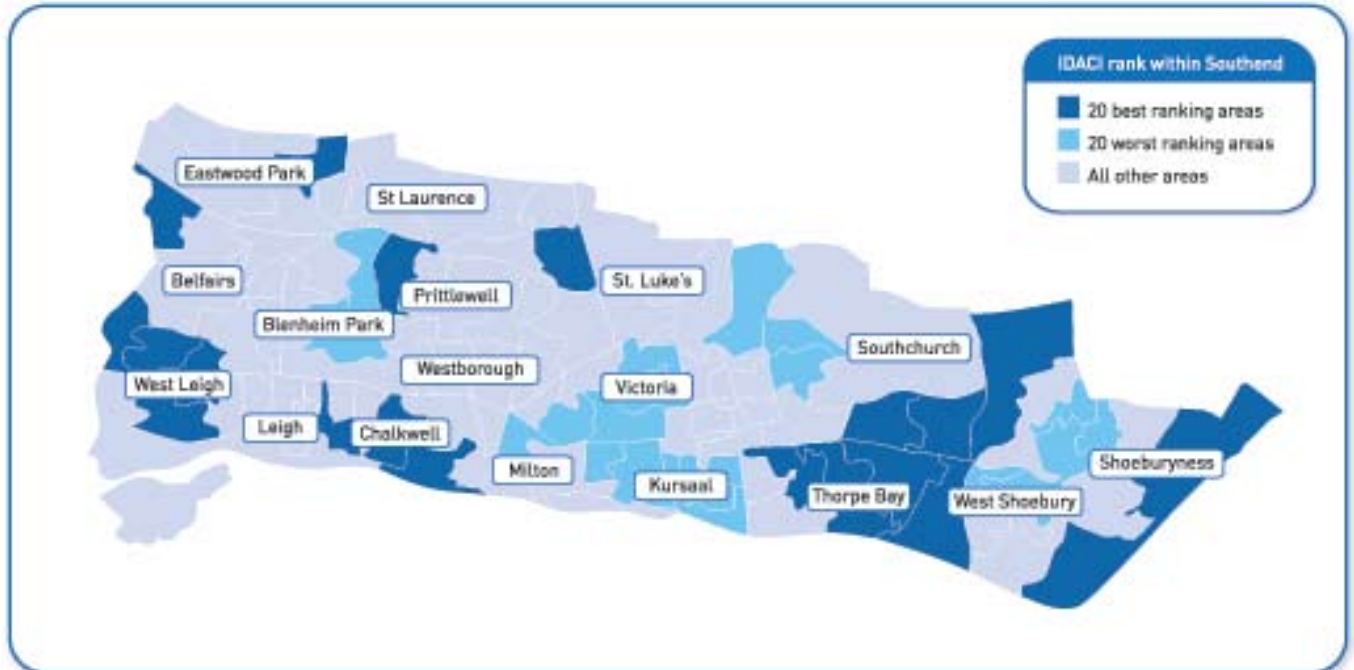


Figure 4: IDACI rank for Southend Lower Super Output Area compared to national data

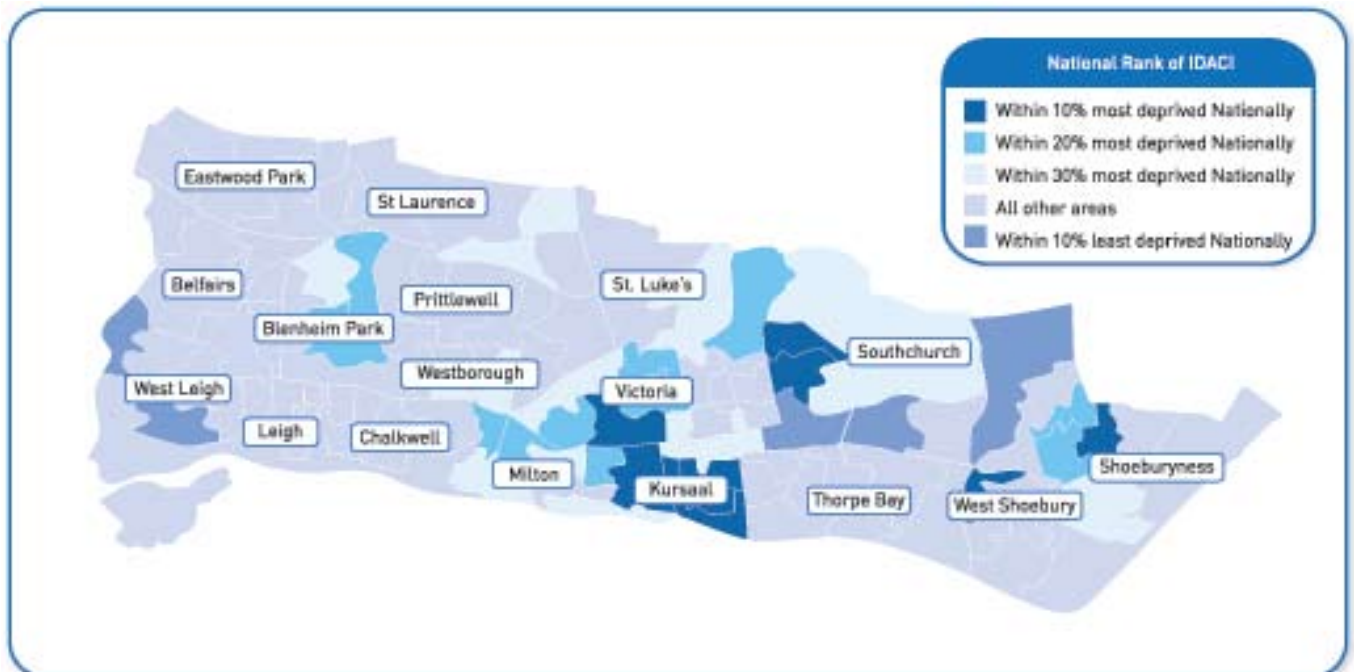
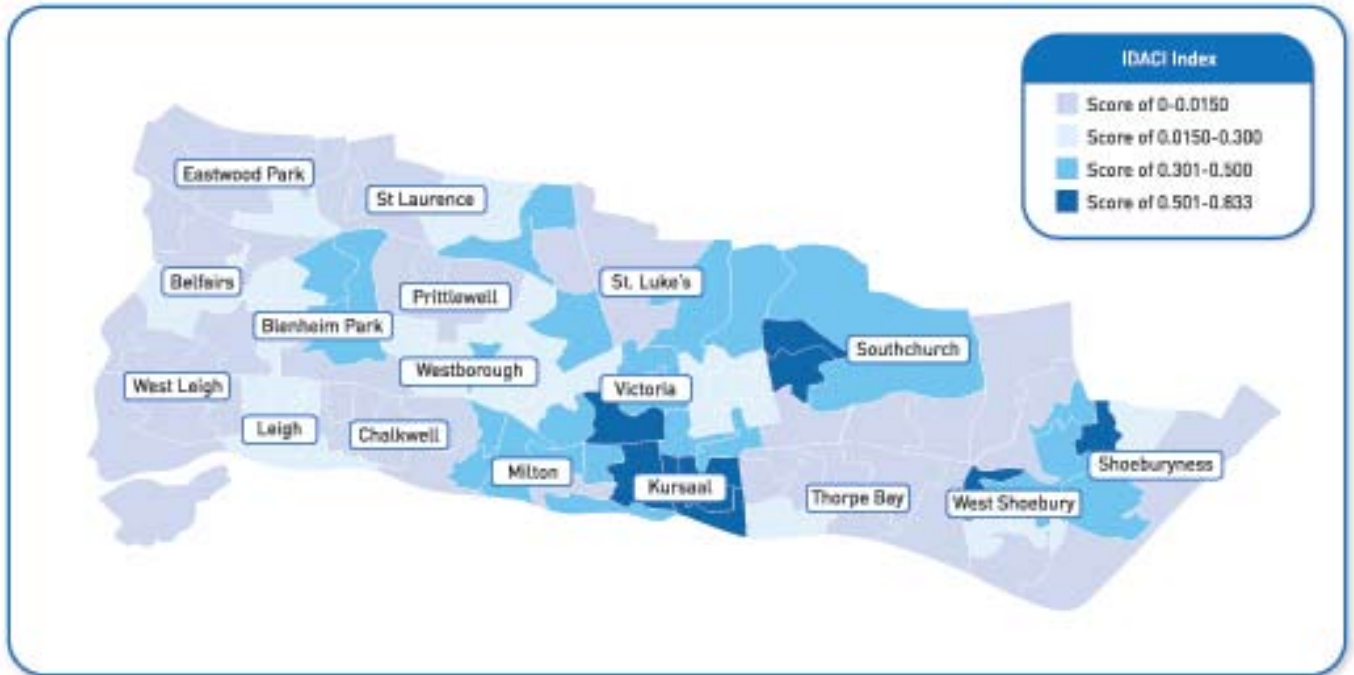


Figure 5: IDACI scores across Southend Lower Super Output Area



Some key facts that present challenges continued:

- Those living in the most affluent wards live on average 6.3 years longer than those in the most deprived (see fig 6)
- Southend's overall income level is relatively low standing at 79 out of 354 local authorities (high is good) on the income scale. The income level is linked directly to the town's comparatively low skills base
- Southend has a higher than average number of people claiming Job Seekers Allowance than the East of England average (June 2009)
- Fewer residents than the national average gain qualifications at degree level, although the number of residents participating in higher education is increasing. Figure 7 plots education deprivation levels in Southend against the East of England

Figure 6: Life Expectancy of Southend population, By Ward (All Persons) 2005 -2007

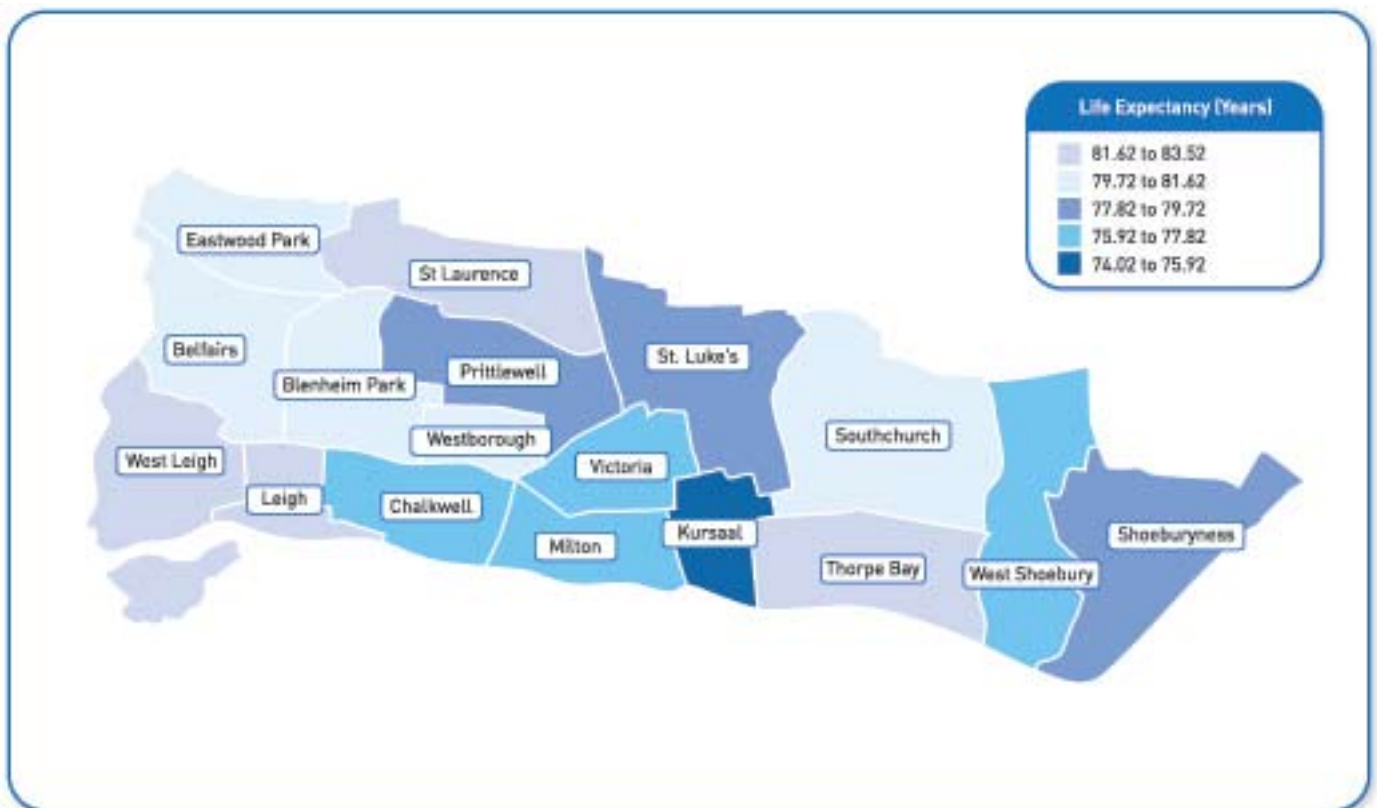
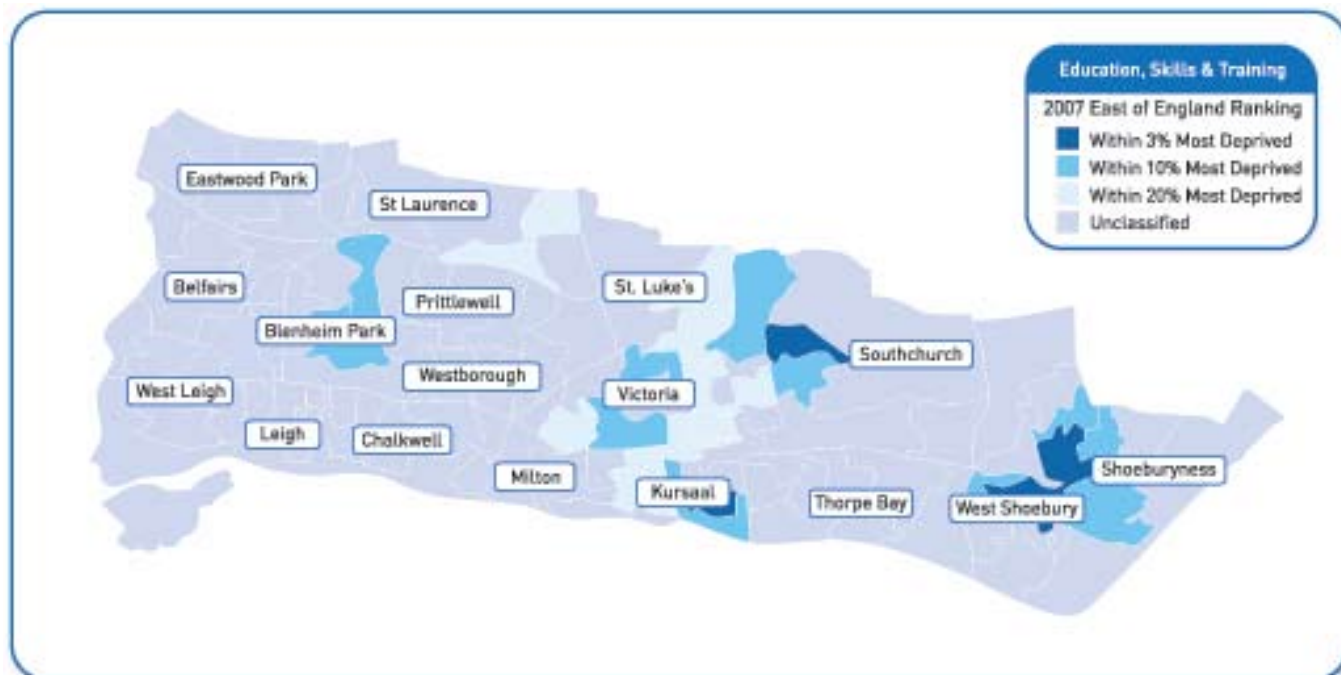






Figure 7: Education Deprivation Levels in Southend by Lower Super Output Area



- Southend children with Special Educational Needs perform less well at Key Stage 2 English and Maths than similar children in similar authorities
- The achievement gap between pupils eligible for free school meals and their peers at Key Stages 2 and 4 is worse in Southend than similar authorities
- Children in Southend tell us that bullying is a problem for them, however hard data on actual incident numbers and the nature of the bullying is not easily captured
- 6, 285 domestic abuse incidents recorded between 1st October 2006 and 30th September 2008, 5599 of these records had children under the age of 18 living at the property where the domestic abuse occurred. Figures 8 and 9 plot the rate of incidents of domestic abuse for both males and females across Southend In 2008 – 2009 Southend had the highest level of domestic abuse incidents recorded across Essex





Figure 8: Incidents Of Domestic Violence Against Men By Ward, November 2008 - October 2009

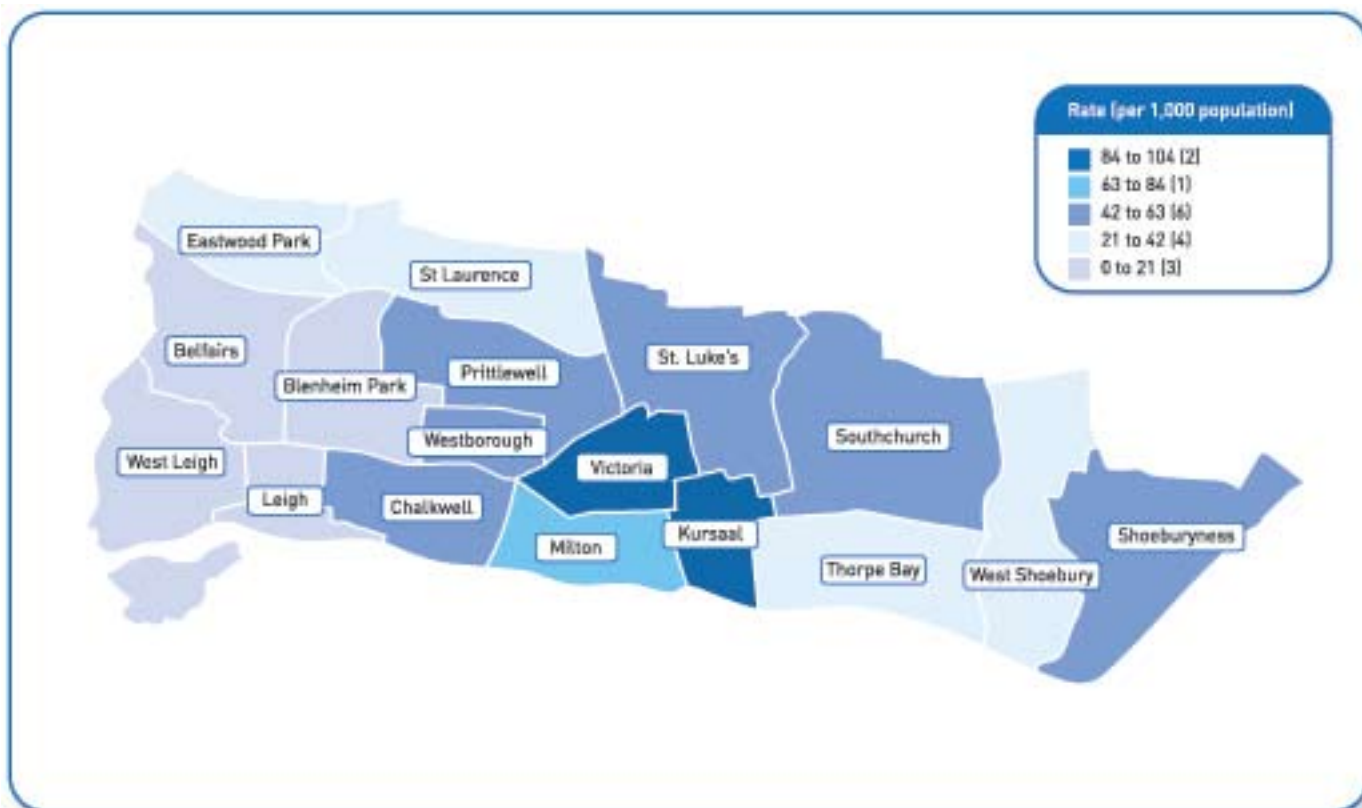
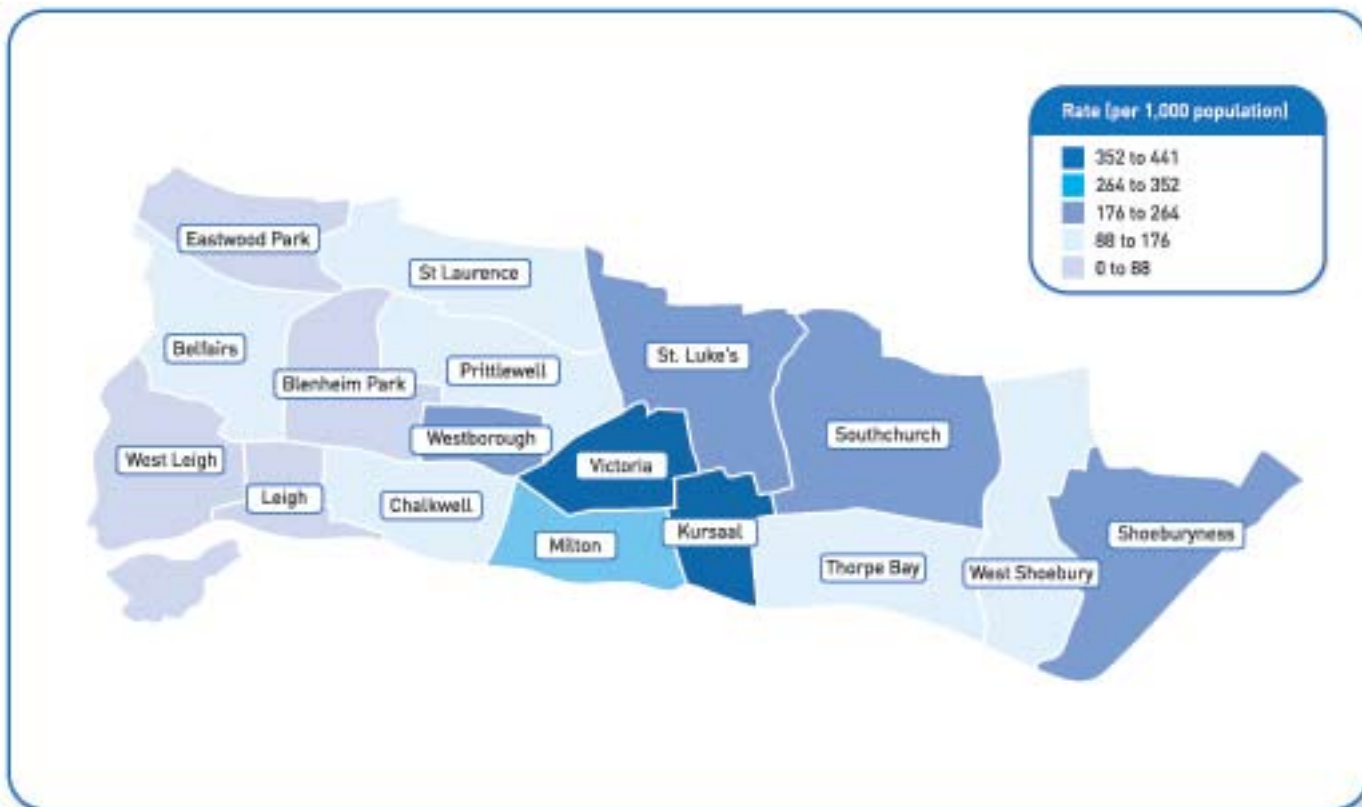


Figure 9: Incidents Of Domestic Violence Against Women By Ward, November 2008 - October 2009

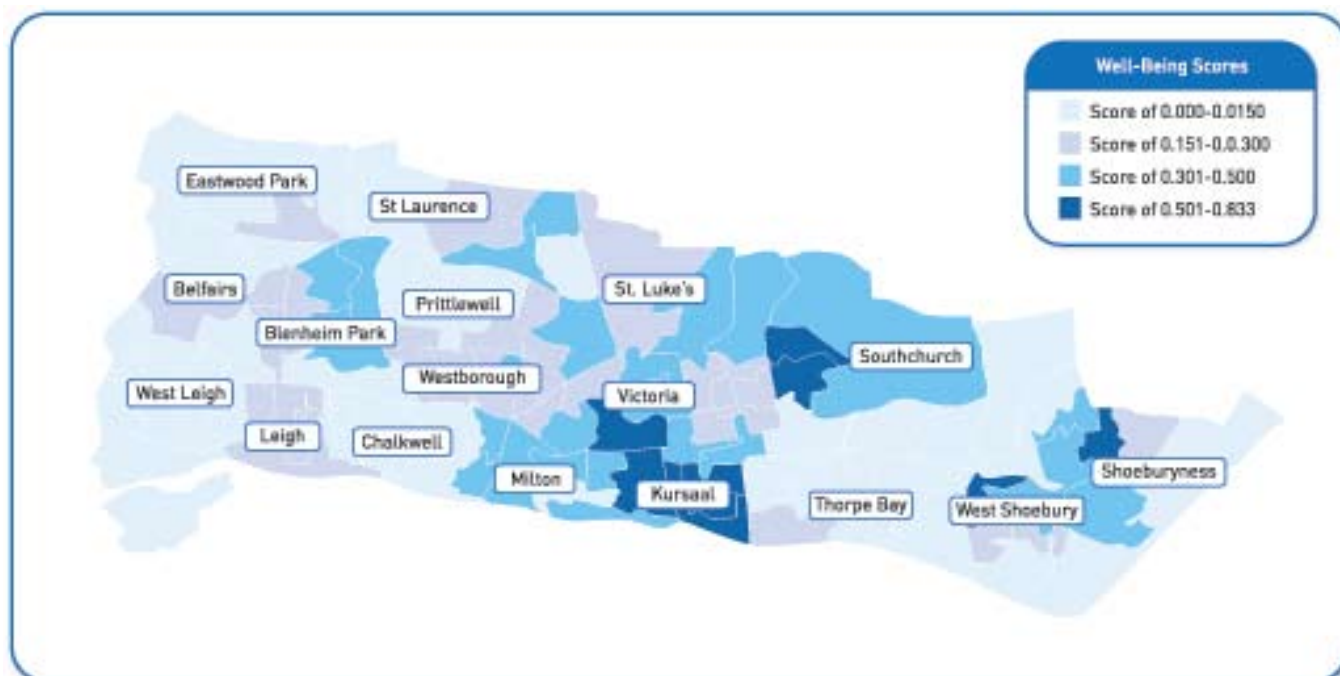


The Child Well-being Index (CWI), a subset of the Index of Multiple Deprivation, is an index of child well-being which measures indicators over 7 quality of life domains. Southend is ranked on the CWI at 94 out of 149 local authorities, low is good. Table 1 compares Southend’s rank and total scores in all 7 of the CWI domains with our Statistical Neighbour group. We score better than our Statistical Neighbours in the Education and Housing domains and equal to or worse in the remaining domains. Figure 10 demonstrates the geographical distribution of the overall score for each LSOA level in Southend.

**Table 1**

Child well-being index domains:	Southend rank out of 149 (1 is good)	Southend score	Statistical Neighbours average score
Overall Child Well-being Index score	94	191	155
Material well-being score	88	0.25	0.216
Health and Disability score	111	0.36	0.22
Education score	85	25.25	25.74
Crime	87	0.33	0.0315
Housing	70	20.51	23.57
Environment	137	30.86	16.53
Children in need	81	0.03	0.03

**Figure 10: Child Well-being Index scores across Southend**





Our ability to present data geographically by lower super output area allows the Southend Children's Partnership to see the areas in Southend in most need. From the geographic representations presented in this Needs Analysis it is evident that parts of the town consistently feature as the areas with the highest level of income deprivation, income deprivation affecting children, education deprivation, and frequency of domestic abuse incidents. These areas also have the lowest levels of child well-being, general health and expected longevity of life. It is also evident that school aged children of black and minority ethnic origins are more likely to be living in those areas.

### Our cross-cutting priorities for 2010 – 2013

**As a result of the context within which the Southend Children's Partnership operates we have set two cross cutting priorities:**

- 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 supporting families to improve outcomes for their children
- Lift children and young people out of poverty

97% of our survey respondents agreed with our priority for raising aspirations and 95% agreed that we should lift children and young people out of poverty.

When asked what they felt we should be doing to achieve these priorities one respondent wrote:

"Support parents that need help to parent their children".

"Actions speak louder than words! Let's motivate and inspire our young people ..... Life is what we make it, let's make it exciting, adventurous, prosperous and nurturing!"

**Key raising aspiration actions for 2010 – 2011 include:**

- Implementing Phase Two of the Think Family project
- Continuing the rollout of 'Motivate the Estate' in the Woodgrange and St Luke's Wards
- Increasing the volume of users accessing the new Family Information Service online children's services directory
- Working with schools, other partners and parents and carers to implement the Statutory Guidance for Information, Advice and Guidance for all young people
- Continuing to deliver the Dare2Dream programme and promote the inclusion of role models with Special Educational Needs or with learning difficulties or disabilities
- Delivering inclusive extended schools, early years provision and Aiming High for Disabled Children in order to increase the capacity and inclusion of children with learning difficulties or disabilities in universal settings to raise aspirations
- Further strengthening our integrated approach to volunteering across all stages of work with both families and individual children
- Adopt a strategic approach to utilising Family Learning as a tool for closing the gap and for bolstering the impact of Aim Higher, reviewing and revising the Parenting Strategy to align with an integrated support for families and appropriately targeted approach





**Key tackling poverty actions for 2010 – 2011 include:**

- Delivering the Child Poverty Strategy Action Plan
- Developing a comprehensive data set to increase our knowledge and understanding of our performance in preparation for the new Child Poverty National Indicator
- Increasing the take up of free school meals
- Working with statutory Children's Trust partners and local strategic partnerships to address the issue of poverty for all age groups within Southend
- Delivering targeted interventions to lift families out of poverty (such as the Family Intervention Project)





## 6.2 Being Healthy

Overall on 'being healthy' we are continuing to perform well, even though some challenges remain in some areas in relation to some vulnerable groups.

**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 below top quartile but in line with our statistical neighbours for the following indicators:**

- Take up of school lunches (primary and secondary school)
- Obesity levels in primary school children in year 6
- Health of looked after children (health assessments and dentist visits)
- Obesity levels in reception year children
- Prevalence of breastfeeding at 6-8 weeks from birth

**Southend performance is below top quartile and below our statistical neighbours for the following indicators:**

- Infant mortality rate: deaths up to 1 year per 1,000 live births (2007)
- Effectiveness of Child and Adolescent Mental Health Services (CAMHS)

**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 2 to level 3 for early intervention and prevention and up from level 3 to level 4 for 24 hour access to specialist CAMHS assessment. The CAMHS transformation process is improving access to provision for children and young people with learning difficulties and disabilities and looked after children by providing early targeted input. The CAMHS transformation project for young people with learning difficulties and disabilities will ensure that comprehensive provision is available, whilst services for looked after children have been enhanced through dedicated specialist resources

**Breastfeeding** initiation rates have continued to rise. However whilst 92% of children have breast feeding status recorded at 6 weeks the continuation rates remain low at 38%. Improved data collection will enable us to target resources in a timely way to increase continuation of breast feeding. There is an infant feeding policy and delivery plan in place which has led to the investment of 3 infant feeding supporters, and an expansion of the breast feeding peer supporter programme.



**Obesity** in primary school age children in reception and year 6 was measured in the 2009 summer term. Results for the South East Essex PCT region, which is not coterminous with Southend Borough Council, are as follows:

	Reception	Year 6
Proportion of children measured England 91.2%	SEE PCT 79% England 89.1%	SEE PCT 77.9%
Proportion of children measured as obese	SEE PCT 9.4% England 9.6%	SEE PCT 18.1% England 18.3%

**Health of looked after children** is still in the 'good' band despite a slight dip in performance. This year we have had difficulties in assessing records of health assessments from other authorities and a shortage of dentists locally. A new dentist provider is now in place for looked after children and the expanded health of looked after children service will increase the pace of improvement.

A recent 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**.

Our needs assessment for **substance misuse** indicates that prevalence rates are not higher than other areas and that there has been no significant change in usage over the last year. However it also shows that, despite the rise in numbers accessing treatment services, there is still likely to be a sizeable population of vulnerable young people using alcohol and cannabis who are not routinely accessing services.

### 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 an excellent 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. Southend is ranked 70 out of 149 (a low position is good) and in comparison to the statistical neighbour average of 23.57 points scored 20.51 (low score is good).



## What the survey results tell us

46% of the comments provided in the Being Healthy section of the 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. Other comments focused on the role of schools in providing a health education and sports. 18% of the comments featured an element of school education being key in educating children to make healthy food and lifestyle choices and the impact that this would have on self-esteem and emotional well-being.

“Make gyms, swimming pools, outdoor tracks, pitches, courts and fields more accessible and free of charge if possible. Ensuring that children and especially young people can travel to these places and use them in safety”

“It would help to have subsidised health centre costs for families. Most fees are very expensive and the average family cannot afford to pay the yearly fees.”

“Start/continue with giving an awareness of the importance of health at an early age. Do this in class and hand leaflets to parents so the message goes home too”

### Priority areas for improving the health outcomes for children and young people in Southend are:

Improving the health outcomes of children and young people with learning difficulties and/or disabilities and Looked After Children	96% agreement
Increasing breastfeeding take-up and breastfeeding beyond 6 weeks	78% agreement
Improving outcomes in services for children’s mental and emotional health	96% agreement
Improving healthy living by reducing obesity, drug and alcohol misuse and teenage pregnancy and improving young people’s sexual health	95% agreement



**Key actions for 2010 – 2011 include:**

- Promoting inclusion practice in therapy services and early years settings
- Increasing the range of, and improve transitions and access to, CAMHS provision for children with learning difficulties and disabilities
- Developing a pathway for children with ADHD and those on the autistic spectrum
- Delivering and recording health assessments for looked after children
- Delivering responsive and flexible provision of CAMHS through continued implementation of the Transformation Programme; developing a training strategy for all stages of the Southend Staged Intervention Model; increasing the number of qualified CAMHS practitioners
- Implement the Targeted Mental Health in Schools Programme
- Encouraging families and young people with disabilities to use direct payments to organise their own care packages
- Improving the provision of specialist equipment for children with disabilities
- Developing integrated breastfeeding pathways across organisational boundaries
- Working to reach World Health Organisation baby friendly accreditation
- Implementing the pilot of Brief Child and Family Phone Interview
- Implementing and embedding the refreshed Teenage Pregnancy Strategy
- Delivering MEND, mini-MEND, Bodycare, Cook4Life, Healthy Schools Programmes and School Sports Partnership
- Delivering the actions in the Children and Young Persons Substance Misuse Plan for both preventative and treatment work





## 6.3 Staying 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, secondary and special schools, pupil referral units, general further and tertiary education, and Local Authority Fostering and Adoption providers judged as good or better at inspection for staying safe outcomes
- Referrals to children's social care going on to initial assessment

**Southend performance is below top quartile but above our statistical neighbours for the following indicators:**

- Hospital admissions caused by unintentional and deliberate injuries to children and young people
- Child protection cases which were reviewed within required timescales

**Southend performance is below top quartile but in line with our statistical neighbours for the following indicators:**

- Stability of looked after children: adopted within 12 months of the agency decision that the child should be adopted, length of placements and number of moves
- Number of children killed or seriously injured in road traffic accidents
- Initial assessments for children's social care carried out within 7 working days of referral
- Core assessments for children's social care that were carried out within 35 working days of their commencement
- Child Protection Plans lasting 2 years or more
- Looked after children cases which were reviewed within required timescales

**Southend performance is below top quartile and below our statistical neighbours for the following indicators:**

- 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 subsequent time after a 3 year period)



## Service quality

Southend has not yet received an annual unannounced inspection of referral and assessment (safeguarding) services, a 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. More recent data which demonstrates good performance includes a review of Southend's only serious case review that has been evaluated by OFSTED and graded as 'good'. An improvement from 'adequate' to 'good' in OFSTED service inspections of both fostering and adoption 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.



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.

## Looked after children and young people

There were 276 children and young people in care and looked after by Southend Borough Council 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 still higher than the numbers in our Statistical Neighbour areas (51 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 existing levels of looked after children within the count.

## Children subject to a Child Protection Plan

There were 155 children subject to a Child Protection Plan at 31 March 2009 (44.1 per 10,000 children). This number has decreased over the past year but remains higher than our statistical neighbours (32.8 per 10,000 children). We have not seen an increase in the numbers of children subject to child protection plans following the national concerns about child protection towards the end of 2008.

## 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 2009 8.1% of child protection plans in Southend had lasted for two years or more.



## Children who have experienced bullying

When asked, 'how often, if at all, have you been bullied?', 36% of Southend children and young people say they have been bullied in school once or more in the last year, compared to 25% nationally. However, when asked, 'how well does your school deal with bullying?', 63% feel their school deals with bullying either 'very well' or 'quite well' compared to only 35% nationally. This is taken from the national TellUs 3 survey of young people in 2008, but includes responses from Year 6 pupils only. Year 8 and 10 are not included this year, making comparison with last year and national figures problematic.

Fear of bullying appears to be a key concern for children and young people in Southend. Schools are re-engaged in reducing bullying, creating the right conditions for learning and reducing the risk of bullying. An Anti-bullying Strategy is being developed and the issue has been one of the Southend Crime and Disorder Reduction Partnerships priorities over the last two years.

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 us

The majority of comments related to the visibility of Police in public places and suggestions to improve road safety. However a number of comments highlighted the importance of signposting for children and young people in order to access services or advice relating to being abused. The provision of family support and stability of social workers were the third most frequent topic of comment.

"Greater interaction between emergency services and young people plus more effective policing of public areas to provide a safe environment. Also extensive support to help reduce and prevent under age access to clubs where alcohol is available. Extend drugs support services to more young people to provide solid anti-drug education and support to help young people give up taking substances that are harming their health."

"No child should be subjected to bullying or intimidation in any way. There needs to be clear channels where concerns can be raised and dealt with"

"Supervised Play Schemes, Community Police Officers in parks and playgrounds. Encourage children to tell an adult if they are bullied. Maybe a big launch on TELLING and how it will be dealt with. It would be wonderful for those suffering in silence"

"You could make sure that all children have at least one reflective strip"

And one child commented "I want to live with my real mother".



**Priority areas for improving the stay safe outcomes for children and young people in Southend are:**

Continuing to improve the Safeguarding of children and young people in Southend through multi-agency work	95% agreed
Reducing the need for children and young people to be looked after	94% agreed
Reducing the number of children and young people who have experienced bullying including fact to face, text or internet	98% agreed
Reducing the impact of Domestic Abuse on children and young people's life chances	96% agreed

**Key actions for 2010 – 2011 include:**

- All partner agencies implementing the Local Safeguarding Children Board (LSCB) business plan, and contributing to the effective impact of the work of the LSCB throughout the year
- Developing a bespoke S11 safeguarding audit for all childcare providers which effectively monitors and evaluates their safeguarding strategies and quality of delivery
- Increasing the provision of Safeguarding Supervision Training to Children's Centres and childcare providers
- Enhancing support for safeguarding children with learning difficulties and disabilities
- Strengthening our understanding of the impact and effectiveness of interventions for children and parents subject to Child Protection Plans
- Maintaining effective recruitment and retention of social workers
- Reducing the length of time children are subject to a Child Protection Plan
- Reducing the number of looked after children
- Embedding the family group conference service for children who are on the edge of care and continuing to build the provision of family support services at stages 2 and 3 of the Southend Staged Model of Intervention
- Expanding the provision of short breaks for parents, carers of children with disabilities and their children
- Delivering the actions in the Anti-bullying Strategy and implementing an E-Safety Strategy
- Supporting the implementation of the Domestic Abuse Strategy





## 6.4 Enjoying and Achieving

Good performance in relation to 'enjoying and achieving' is well embedded, has continued to improve and demonstrates excellent features.

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

- Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest
- Children in care reaching level 4 in Maths at Key Stage 2
- Achievement of 5 or more A\*-C grades at GCSE or equivalent including English and Maths
- Key stage 4 attainment for all Black and Minority Ethnic (BME) groups
- Secondary schools judged as having good or outstanding standards of behaviour

**Southend performance is below top quartile but inline with our statistical neighbours for the following indicators:**

- Achievement of at least 78 points across the Early Years Foundation Stage
- Achievement at level 4 or above in both English and Maths in Key Stage 2
- Children in care reaching level 4 in English at Key Stage 2
- Key Stage 2 attainment for BME groups
- Achievement of 2 or more A\*C grades in Science GCSEs or equivalent

**Southend performance is below top quartile and below our statistical neighbours for the following indicators:**

- 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 (07/08)
- Achievement gap between pupils eligible for Free School Meals and their peers achieving the expected level at KS2 and KS4
- Secondary school persistent absence rate

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. 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 Educational Needs (SEN) and those eligible for free school meals achieve less well than other children.

The number of **looked after children** eligible for end of Key Stage tests is regularly very small each year in Southend (about 20 children annually). National Indicator performance for academic year 2007- 2008 NI 99 Key Stage 2 level 4 English and Maths was in the upper middle quartile and upper quartile and provisional figures for the 2008 - 2009 academic year show that we have exceeded this target again. However as elsewhere, attainment of looked after children remains well below the attainment of their peers in Southend.



There were 889 children and young people in Southend with a Statement of **Special Educational Needs** (that is 25.3 per 10,000 children) at 31 March 2009. In addition 2,383 children were recorded as School Action and a further 1,466 were School Action Plus. We recognise the need to improve the consistency of achievement for children with learning difficulties and disabilities.

Although school attendance is improving towards the national average, **persistent absence** remains a problem. The Southend rate of 6.9% is inline with the statistical banding of similar authorities, however our rate is still higher than similar authorities within that banding.

The sharp rise in birth rates and the additional demands this will place in the long term on primary school places requires that a well planned approach is taken, our readiness for the **Building Schools for the Future** programme is key to providing permanent purpose built accommodation, rebuilding or remodelling existing schools with improvements to ICT infrastructure where possible.

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

19% of comments 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.

"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"



**Priority areas for improving enjoy and achieve outcomes for children and young people in Southend are:**

Narrowing the achievement gap between vulnerable children and young people and others of their age	97% agree
Improving school attendance and reducing examples of poor behaviour	92% agree
Continuing to develop the Extended Services Offer across all schools and ensure the inclusion needs of vulnerable children are met	95% agree
Ensuring that every child has access to high quality school places that meet their needs	97% agree

**Key actions for 2010 – 2011 include:**

- Implementing an Early Years Foundation Stage Profile (EYFSP) Inclusion Strategy
- Identifying the children most likely to be within the lowest 20% at the end of the EYFSP and providing an integrated programme of support as required
- Increasing the take up of funded childcare provision
- Embedding the Personal Education Plan process
- Narrowing the gap at Key Stage 2 and 4 between those eligible for free school meals and their peers and children with Special Educational Needs and their peers
- Implementing CASPA software in all schools in order to effectively track performance against National Curriculum levels
- Reviewing and understanding the impact of Portage Support on the attainment outcomes of young people with learning difficulties and disabilities
- Improving inclusive teaching and developing curriculum provision to engage and motivate all learners, including embedding (SEAL) Social and Emotional Aspects of Learning
- Ensure the key priorities for narrowing gaps are included in all School Improvement Plans
- Delivering the key actions of the Be there! Attendance Strategy
- Ensuring the involvement of Extended Services Co-ordinators within each looked after children and Child Protection Plan
- Ensuring that the commissioning of Extended Services fully meets local need
- Delivering a school expansion and admission strategy to address the demand for primary school places in Leigh and Central Southend







## 6.5 Making a Positive Contribution

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

- Reduction in under 18 conception rate
- Young offenders engagement in suitable education, employment or training (2008 -2009)
- Young offenders access to suitable accommodation

**Southend performance is below top quartile but in line with statistical neighbours for the following indicators:**

- Rate of proven re-offending by young offenders
- Young people within the Youth Justice System receiving a conviction in court who are sentenced to custody
- Ethnic composition of offenders on Youth Justice System disposals
- Rate of permanent exclusions from school
- First time entrants to the Youth Justice System aged 10-17

**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
- There is a thriving Youth Council (involved in, for example: overseeing the 'Fix it' grant of £194k; scrutiny on bus travel; getting free travel vouchers for vulnerable young people; and a campaign to tackle misuse of disabled parking bays)
- The 'Voice for All' youth council for looked after children was established in 2008
- 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' is being introduced in Southend - one of 20 areas nationally
- School Councils are in every school
- Innovative practice in some schools, such as, 'Debate Shoeburyness'

### Young people's participation in positive activities

The annual TellUs survey of young people in Year 6 and Year 10 is one of the methods used to measure young people's participation in positive activities. The TellUs survey was conducted in schools during November 2009. In addition a further survey on participation in positive activities is being undertaken with Year 11 pupils in February 2010 with feedback from the Department of Education, formerly Department of Children, Schools and Families at the end of May 2010. This survey is being led by Connexions personal advisers in each secondary school and will ask questions around participation in positive activities, frequency of participation and will have particular reference to Friday and Saturday nights.



Connexions will be opening its new 'My Place' youth and community centre in Shoebury in July 2010. This facility will be offering a wide range of positive activities for the whole community including innovative joint working with third sector organisations to offer community support along with training and volunteering opportunities.

### Young offenders

The 2009 mid year rate of proven re-offending (0.61 offences per offender) is currently on track against a target of a maximum of 1.01 offences per offender at year end.

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 77.3 % is higher than Eastern, Family or National figures.

Progress against our first time entrants to the Youth Justice System target is excellent; there were 30 entrants by mid-year against a target of a maximum of 318 this considerably exceeds Eastern, Family and National comparators. Compared to April-Sept 2008 we have reduced our first time entrants by nearly 75% - see table below.

APRIL – SEPT 2009				
	Southend-on-Sea	Eastern	Family	England
Reduction in First Time Entrants	-74.4%	-12.4%	-23.7%	-19.4%

### What the survey results tell us

Comments provided in response to the 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.”

“Allow young people to have their views listened to and provide appropriate and ability led activities”

“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.”



**Priority areas for improving the make a positive contribution outcomes in Southend are:**

Ensuring positive activities are available and accessible to all young people, including those from vulnerable groups e.g. young carers	97% agree
Continuing to reduce the impact of anti-social behaviour and offending on children, young people and the community	96% agree
Ensuring that every service can demonstrate policy change or service improvement as a result of user feedback	98% agree
Improving the involvement in decision making for young people with Learning Difficulties and Disabilities	96% agree

**Key actions for 2010-2011 include:**

- Implementing the Targeted Youth Strategy
- Strengthening and further developing the Positive Activities Strategy to increase young people's involvement in positive activities and working with our partners to develop and promote positive activities on Friday and Saturday nights and ensuring the young people have a voice, and influence the offer
- Strengthen and further develop opportunities for children and families to participate in culture and leisure activities, particularly vulnerable children and families
- Embedding the Scaled Approach and Implementing the Youth Rehabilitation Order, working in partnership with courts and magistrates
- Delivering key strands of our intervention programme such as the Family Intervention Project and the Parenting Early Intervention Project
- Revising the Participation (voice and influence) Strategy to ensure effective collection and measurement of impact from all partners
- Increasing the use of the Viewpoint survey software across the Children's Partnership
- Mainstreaming the 'Voice of the Child' into all childcare providers and Children's Centres
- Continuing to grow and support the Youth Council
- Continuing the develop and raise the profile of the Learning Difficulties and Disabilities (LDD) Forum
- Ensuring that young people with LDD are represented at all levels – club, locality and at the Youth Council to ensure their views are considered







## 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 below top quartile but above our statistical neighbours for the following indicators:**

- 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 below top quartile but in line with statistical neighbours for the following indicators:**

- Achievement of a Level 2 qualification by the age of 19
- Take up of formal childcare by low-income working families

**Southend performance is below top quartile and below our statistical neighbours for the following indicators:**

- Participation of 17 year olds in education or training
- Inequality gap in the achievement of a level 2 or level 3 qualification by the age of 19
- Young people from low income backgrounds progressing to higher education

### The September guarantee

Currently 96.1% of Southend year 11 pupils and 91% of year 12 pupils have an offer of Education or Training; we ensured a higher proportion of year 11 and 12 pupils had an offer than the rest of the East of England and local authorities nationally.

### 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. However, at December 2009 the provisional NEET figure is 5.5%.



## What the survey results tell us

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"

"To help children get ready for the future you could make sure that teachers teach role plays to put children in scenarios"

"Give more lessons about growing up."

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

### Other comments included:

"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"

"I agree that there should be more opportunities for people in education, but that it should not always be focused on higher education. I believe that those who are really never destined for higher education should be offered opportunities to show their talents in other, more practical ways."

### Priority areas for improving the economic well-being outcomes in Southend are:

Delivering new commissioning arrangements for 16-19 securing increased participation, reducing NEET and improving level 3 achievement for those from lower income families	95% agree
Improving the proportion of young people from low income backgrounds accessing Higher Education	95% agree
Improving transitions into adult life for children and young people with learning difficulties and disabilities	97% agree
Improving access to suitable housing for vulnerable 16 – 18 year old young people and for vulnerable families	96% agree



**Key actions for 2010 – 2011 include:**

- Delivering the 14-19 Strategy
- Working in partnership with Higher Education Institutes to develop a range of post 16 education channels to meet young people's needs
- Developing a plan for the Raising of the Participation age
- Enhancing the support provided to young people with (SEN) Special educational needs who are transferring to post 16 education
- Providing high quality careers education and guidance and delivering the Quality, Choice and Aspiration Strategy
- Making the progression pathways for all learners clearer
- Improving the impact of Aim Higher for low income families
- Improving the Personalised Learning processes for children with SEN and LDD
- Improving multi-agency working to support the smooth transition to Adult Services
- Ensuring all agencies respond to, and assess, homeless 16 and 17 year olds appropriately
- Further developing appropriate supported provision for 16 and 17 year olds, ensuring priority access for Southend residents to existing provision
- Delivering the strategy for improving housing conditions for vulnerable families





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

The Southend Children's Partnership recognises that improved outcomes come as a result of focusing priorities on areas of most need and ensuring that systems, processes and ways of working are effective and efficient.

We have included a chapter on the enabling actions that we will take to demonstrate our commitment to ensuring that our partnership approach allows us to deliver excellent outcomes in Southend.

In February 2009 the Children's Partnership Executive undertook a self assessment of its performance and identified key areas that could be addressed more effectively as a partnership and ways to improve partnership working. A Children's Partnership Development Plan has been created to address and deliver the agreed actions.

### Our enabling priorities are:

- Continuing to strengthen multi-professional integrated working
- Implementing the Southend Children's Partnership Workforce Strategy
- Extending strategic commissioning and pooling of budgets
- Strengthening joint work between Southend Children's Partnership and other strategic partnerships to improve community cohesion and well-being

### Key actions for 2010 – 2011 include:

#### We will strengthen our integrated working by:

- Strengthening the Southend Staged Intervention Model
- Introducing the Team Around the Child and Family at Stage 2
- Embedding locality based information sharing networks
- Developing co-located working for children, young people and their families to gain better access to services
- Providing training for lead professionals on developing their assessment skills

#### We will strengthen our strategic commissioning by:

- Implementing the Partnership Strategic Commissioning Strategy
- Developing a section 10 agreement for pooling of budgets
- Ensuring that services to vulnerable families are prioritised when commissioning using identified Children's Centre and Extended Services revenue
- Provide training to Extended Services Hub Coordinators and Children's Centre managers in commissioning services for vulnerable families
- Encourage individual Children's Centres and Extended Services Hubs to pool resources and funding when commissioning services for vulnerable families





## We will strengthen our workforce development by:

- Implementing strategies to recruit and retain high calibre professionals to the Children's Workforce, particularly Social Workers and Secondary Specialist Teachers
- Developing student placements within the workforce and implementing the Apprenticeship Scheme
- Raising the qualification level of the childcare workforce
- Implementing a Children's Workforce induction programme

## We will strengthen our joint work with our strategic partnerships by:

- Delivering the Children's Partnership Development Action Plan
- Championing the needs of children and young people at a strategic level across the Southend Together partnership
- Preparing the Children's Partnership to meet all the requirements of the Apprenticeships, Skills, Children and Learning Act 2009 and the amended Children's Act 2004 before the enactment dates
- Providing support to all Children's Partnership group Chairs to ensure a consistent approach to the role
- Developing a mechanism to enable earlier and wider consultation on the 2011-2012 CYPP refresh to ensure the voice of children and young people has a greater influence on priorities





"Actions speak louder than words. Let's motivate and inspire our young people... life is what we make it, let's make it exciting, adventurous, prosperous and nurturing!"  
**'Be part of it' survey respondent, anonymous**



## 6. Action Plan 2010 – 2011



## Cross cutting priorities

**Priority 1.** 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

Summary action	Success measures	Lead Manager	Sub-group
Implement Phase Two of 'Think Family'	<p>90 families to have a whole family assessment by March 2011</p> <p>90 families to have one integrated family plan by March 2011</p> <p>50 of which receive integrated delivery through lead professional and intense support through core elements of programme by March 2011</p> <p>Number of families de-registered from Child Protection Plan and moving from Child in Need Plan</p> <p>Performance against the impact measures set out within the project plan is reported to the Executive</p>	Think Family project manager	Parenting For All Group
Continue the rollout of 'Motivate the Estate' in Woodgrange and St Luke's wards	<p>A network of young people/family members/community leaders who will sustain change is established by December 2010.</p> <p>Increase the proportion of adults and young people in employment, education or training in the 2 areas.</p> <p>Improve the school attendance of children participating in the programmes by an average of 20%</p> <p>Increase the percentage of children with SEN/LDD participating in the projects by 20% of the total participants</p> <p>Deliver against the capacity and activity targets of the 2 programmes</p>	Motivate the Estate project manager	Parenting For All Group



<p>Increase the volume of users accessing the new Family Information Service online children's services directory</p>	<p>Review usage between April 2010 and September 2010 and prepare a baseline and target for improvement by December 2010.</p>	<p>Information Manager, Family Information Service</p>	<p>Early Years and Childhood Strategic Board</p>
<p>Deliver inclusive extended schools, early year's provision, and Aiming High for Disabled Children in order to increase capacity and inclusion of children with Learning Difficulties and Disabilities (LDD) in universal settings to raise aspirations.</p>	<p>Increase take-up of Direct Payments by 10%</p> <p>Increase take-up of short breaks in universal settings by 15%</p> <p>Increase take-up of childcare for disabled children by 10%</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD sub-group</p>





<p>Work with schools, other partners and parents and carers to implement the Statutory Guidance for Information, Advice and Guidance (IAG) for all young people</p>	<p>Every school has a senior manager and governor with responsibility for IAG. Target 100% by September 2011</p> <p>By March 2011 a full range of information regarding young people’s options at key transition points will be available in a variety of formats including website, publications and personal advisers. Uptake will be monitored (web traffic, attendance at events and personal adviser work). And satisfaction will be monitored via the website and other more personal approaches.</p> <p>100% of learning providers are actively working towards IAG quality standard or similar by March 2011.</p>	<p>Group Manager Connexions</p>	<p>Positive Activities Partnership</p>
<p>Continue to deliver the Dare2Dream programme and promote the inclusion of Special Educational Needs (SEN) and LDD role models and role models from low income areas.</p>	<p>4 role models selected to participate in the scheme by Nov 2010</p> <p>Expand involvement of commercial organisations and propose report on revenue generation by August 2010</p>	<p>Group Manager Business Support</p>	<p>LDD sub-group</p>



<p>Implement the revised Parenting Strategy across all 4 stages of the Southend Staged Model of Intervention</p>	<p>Develop a Parenting Implementation Plan by September 2010</p> <p>Develop a framework to assist with the commissioning of services for parents by October 2010</p>	<p>Group Manager Integrated Locality Services</p>	<p>Parenting For All Group</p>
<p>Further strengthen our integrated approach to volunteering across all stages to work with both families and individual children</p>	<p>20 volunteers are trained in me and my community</p> <p>20 volunteers are trained as Adult Child Mentors</p> <p>Sustain the downward trend in looked after children numbers</p>	<p>Group Manager Early Years</p>	<p>Integrated Childhood and Early Years Strategic Board</p>
<p>Deliver a Family Learning programme</p>	<p>Create a delivery plan in partnership with the School Improvement Team to help target the work of Family Learning by September 2010</p> <p>Run 6 Family Learning events with 9 families participating in each</p>	<p>Principle SACC</p>	<p>Southend Adult Community College</p>

**Priority 1 – National Indicator links**

NI 106 Young People from low income backgrounds progressing to higher education  
 NI 107 Key Stage 2 attainment for Black and minority ethnic groups  
 NI 108 Key Stage 4 attainment for Black and minority ethnic groups  
 NI 102 a and b – Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at Key Stages 2 and 4



**Priority 2. Lift children and young people out of poverty**

Summary action	Success measures	Lead Manager	Sub-group
Deliver the Child Poverty Strategy Action Plan	1% increase in take up of formal childcare by low income families (NI 118) Target 19%  100% of Children's Centres have access to Job Centre Plus Advisors.	Group Manager Plans, Performance and Commissioning	Poverty Action Group
Develop a comprehensive data set to increase our knowledge and understanding of our performance in preparation for the new National Indicator	Data set to be developed by June 2010	Group Manager Plans, Performance and Commissioning	Poverty Action Group
Increase the take up of Free School Meals provision	1% increase in the number of children taking free school meals	Group Manager Plans, Performance and Commissioning	Poverty Action Group
Deliver targeted interventions to lift families out of poverty (such as Family Intervention Project)	Number of families reached – target 36 families  Think Family Whole Family assessment is completed every three months throughout intervention and evidences travel down the intervention model.	Group Manager Youth Offending  Group Manager Fieldwork Services	Parenting for All Group

**Priority 2 – National Indicator links**

NI 116 Proportion of Children living in poverty

NI 118 Take up of formal childcare by low income families





**Priority 3.** Improve the health outcomes of children and young people with learning difficulties and disabilities and looked after children

Summary action	Success measures	Lead Manager	Sub-group
Promote inclusion practice in therapy services across the partnership	Implement findings from the review of speech and language therapy services by April 2011	Group Manager Learning Difficulties and Disabilities	LDD sub-group
Increase the range of, and improve transitions and access to, child and adolescent mental health services (CAMHS) provision for children with LDD	<p>CAMHS transformation programme completed by December 2010</p> <p>CAMHS contract specific targets met – monitored and reported by sub-group reports to the Children’s Partnership Executive (3 per year)</p> <p>Increase by 5% the number of families accessing the LDD CAMHS services by March 2011</p> <p>Implement findings of LDD CAMHS review by March 2011</p> <p>Improve access to, specialist CAMHS provision for children 12-19 with LDD March 2011.</p> <p>Re-specify the pathway for learning disability across stages 1-4 of the Southend Staged Intervention Model</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance</p> <p>Assistant Director for Children, Young People and Maternity</p> <p>Group Manager Learning Difficulties and Disabilities</p>	<p>Emotional Health and Wellbeing Group</p> <p>LDD sub-group</p>
Develop a pathway for children with ADHD and on the autistic spectrum	<p>Swift access to multi –disciplinary assessment and early intervention for children and young people with behavioural, social and emotional issues.</p> <p>100% of assessments to be commenced within 18 weeks of referral.</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance</p> <p>Assistant Director for Children, Young People and Maternity</p>	Emotional Health and Wellbeing Group





<p>Deliver and record health assessments for looked after children</p>	<p>Achieve 85% of children looked after with completed health assessments</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance  Assistant Director for Children, Young People and Maternity</p>	<p>Corporate Parenting Group</p>
<p>Families and young people with disabilities are encouraged organise their own care packages</p>	<p>Reduced demand (number of nights) for residential short breaks by 5% by March 2011  Increase the take up of direct payments by 10% by March 2011  Increase the availability of childcare places for children with complex needs by 10%</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD Sub-group</p>
<p>Improving the provision of specialist equipment for children with disabilities</p>	<p>Implement an integrated community equipment service across health, the acute trust and SBC by April 2011  Implement multi-agency protocols for the provision of equipment, monitor and performance manage delivery by April 2011  Reduce wheel chair waiting list time/ number</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD sub-group</p>

**Priority 3 – National Indicator links**

- NI 54 Services for disabled children
- NI 58 Emotional and behavioural health of looked after children



**Priority 4.** Increase breastfeeding take-up and breastfeeding beyond 6-8 weeks NI53

Summary action	Success measures	Lead Manager	Sub-group
Develop integrated breastfeeding pathway across organisational boundaries	<p>Integrated pathway developed by September 2010</p> <p>Work with Southend University Hospital Foundation Trust to develop project plan with clear milestones to increase breastfeeding initiation by June 2010</p> <p>NI 53 performance Target level of 1% increase in breastfeeding per year</p>	Assistant Director for Children, Young People and Maternity	Start4Life sub-group
Acquire UNICEF baby friendly accreditation	<p>Develop project and action plan with UNICEF by July 2010</p> <p>Reach first year milestones for UNICEF accreditation – all milestones delivered</p>	Assistant Director for Children, Young People and Maternity	Start4Life sub-group

**Priority 4 – National Indicator links**

NI 53 Prevalence of breastfeeding at 6-8 weeks from birth

**Priority 5.** Improve outcomes in services for children's mental and emotional health

Summary action	Success measures	Lead Manager	Sub-group
Implement the Targeted Mental Health in Schools programme	<p>24 trained emotional health 'first aiders' established and operational – by November 2010</p> <p>100% of schools self-audited for PSHEE provision for targeted groups, with their action plans to address needs of vulnerable children – by December 2010</p> <p>Accredited training provided for targeted schools – by February 2011</p>	Group Manager for Specialist Resources & Quality Assurance	Emotional Health and Well-being Group



<p>Develop CAMHS training strategy and plan for all stages of the Southend Staged Intervention Model</p>	<p>Strategy and plan developed by June 2010 Commence roll out of plan by Sept 2010</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance  Assistant Director for Children, Young People and Maternity</p>	<p>Emotional Health and Well-being Group</p>
<p>Continue to implement CAMHS transformation and improve access to a range of flexible responsive integrated services to meet the emotional health and well being needs of all children young people and their families at the most appropriate level of intervention through service redesign and additional investment</p>	<p>A reduction in the rejection of referrals from specialist Tier 3 CAMHS by 20% by 2010/11 from 07/08 baseline  Achievement of national CAMHS metric for early intervention at level 4 by March 2011  Achieve a target of a maximum of 6 week wait to assessment and 18 week wait to treatment at Tier 3 CAMHS  Equity of access to appropriate interventions for children with learning disability and achievement of level 4 of National CAMHS learning disability metric by March 2011</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance  Assistant Director for Children, Young People and Maternity</p>	<p>Emotional Health and Well-being Group</p>
<p>Continue to implement CAMHS transformation and increase access to learning for children and young people with disruptive behaviours through capacity building in universal settings.</p>	<p>10% reduction in referrals to primary mental health care services citing disruptive behaviour as the reason by April 2011  Reduce fixed term exclusions for disruptive behaviour by 10% by April 2011</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance  Assistant Director for Children, Young People and Maternity</p>	<p>Emotional Health and Well-being Group</p>



<p>Align resources to meet local demand the recommended levels of qualified CAMHS practitioners</p>	<p>Increase resources to meet the recommended levels of qualified CAMHS practitioners per 100,000 population</p> <p>Identify opportunities to build capacity in a sustainable way, Sept 2010</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance</p> <p>Assistant Director for Children, Young People and Maternity</p>	<p>Emotional Health and Well-being Group</p>
<p>Implement the pilot of Brief Child and Family Phone Intervention</p>	<p>100% access within the pilot area to a mental health screening assessment within 72 hours of referral effecting improved outcomes for children through early intervention by March 2011</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance</p> <p>Assistant Director for Children, Young People and Maternity</p>	<p>Emotional Health and Well-being Group</p>

**Priority 5 – National Indicator links**

- NI 50 Emotional Health of Children
- NI 51 Effectiveness of child and adolescent mental health (CAMHS) services
- NI 58 Emotional and behavioural health of looked after children



**Priority 6.** Improve healthy living by reducing obesity, drug and alcohol misuse and teenage pregnancy and improving young people's sexual health

Summary action	Success measures	Lead Manager	Sub-group
<p>Implement and embed the refreshed Teenage Pregnancy Strategy</p>	<p>NI 112 – reducing the under 18 conception rate – 28.2 per 1000 reported in 2012</p> <p>NI 113 – reducing the prevalence of Chlamydia in under 25s - target of 19% of the population aged 15 – 24 screened for Chlamydia</p> <p>LAA target 19% of the population aged 15 – 24 years (3609 young people) screened during 2010/2011.</p> <p>Long Acting Reversible Contraceptive (LARC) 5% uptake rate increase. Aim is to increase by 5% from a benchmark of 2008/09</p> <p>100% of schools' PHSE education policies include SRE</p> <p>Evaluation of Teenage Pregnancy Midwife Role completed by October 2010</p> <p>'Your're Welcome' quality criteria – Kingsley Ward centre accredited in December 2010</p> <p>Evaluation of SEEC Sexual Health Peer project June 2011</p> <p>Family Nurse Partnership outcome of Randomised Control Trial. Date to be confirmed – completion will be 2 years 6 months from the end of recruitment phase. Currently still recruiting to the trial. Interim report may be earlier.</p>	<p>Teenage Pregnancy Co-ordinator</p> <p>Assistant Director for Children, Young People and Maternity</p>	<p>Teenage pregnancy and sexual health network</p>





<p>Deliver MEND, mini-MEND, Bodycare and Cook4Life, Healthy Schools programmes and the School Sports Partnership</p>	<p>Reduce obesity among 5-10 year olds by 1% by 2010</p> <p>NI 55 Obesity in reception year –89% of children have their height and weight recorded &lt; 9% are obese.</p> <p>NI 56 Obesity in Year 6 - 96% of children have their height and weight recorded, &lt;15% are obese</p> <p>100% of schools have Healthy School status by December 2010</p> <p>Schools delivering 5 hours of PE remains at top quartile performance</p>	<p>Assistant Director for Children, Young People and Maternity</p>	<p>Change4Life partnership</p>
<p>Deliver the actions in the Children and Young Person’s Substance Misuse Plan for both preventative and treatment work</p>	<p>Meet targets and milestones as set out in the plan.</p> <p>Improve pathways into and out of specialist services, and ensure at least 20% of referrals come from children and family services, and at least 40% of clients are referred on to other services when completing treatment</p> <p>Reduce unplanned discharges to below 30% through adopting flexible treatment approaches and targeting those most at risk</p> <p>Target under-represented groups including young people from (BME) Black and minority ethnic communities, geographical hotspots and increase take up of these groups in line with the Southend population profile.</p>	<p>Drug And Alcohol Strategy Manager</p>	<p>DAAT and Substance Misuse Commissioning Group</p>



	Reduce the numbers of children and young people beginning to use harmful substances as measured by the TellUs survey		
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**Priority 6 – National Indicator links**

- NI 112 Under 18 conception rate
- NI 113 Prevalence of Chlamydia in under 25 year olds
- NI 55 Obesity in primary school age children in Reception
- NI 56 Obesity in primary school age children in Year 6



**Priority 7.** Continue to improve the safeguarding of children and young people in Southend through multi-agency work

Summary action	Success measures	Lead Manager	Sub-group
All partner agencies to implement the Local Safeguarding Children Board (LSCB) business plan, and to contribute to the effective impact of the work of the LSCBs throughout the year	<p>Improvement in PSA 13 as indicated in the targets for the LSCB</p> <p>Continual improvement in practice as evidenced by the LSCB audit programme</p> <p>100% partnership compliance with S.11 requirements</p> <p>100% of Serious Case Review recommendations implemented within timescale.</p> <p>Evidence of increase in the volume of children's workforce receiving Safeguarding Training</p>	LSCB Business Manager	LSCB
Develop a bespoke S.11 Safeguarding Audit for all childcare providers that effectively monitors and evaluates their safeguarding strategy and quality of delivery	Pilot audit is completed by 100% of providers by summer 2010	Group Manager Early Years	Integrated Childhood and Early Years Strategic Board
Increase the provision of Safeguarding Supervision training to Children's Centres and childcare providers	100% of Children's Centres and 50% of childcare providers attend training	Group Manager Early Years	Integrated Childhood and Early Years Strategic Board



<p>Enhance support for safeguarding children with LDD</p>	<p>Training available for providers of childcare 4+ to 14+ in play and the development and delivery of appropriate activities - 80% of all providers to attend training</p> <p>The findings of the LDD short life project (gap analysis of safeguarding LDD children) are developed and embedded into universal practice.</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD Sub-group</p>
<p>Strengthen understanding of the impact and effectiveness of interventions for children and parents subject to child protection plans</p>	<p>Research demonstrates the impact of interventions for 25 families subject to plans by September 2010</p>	<p>LSCB Business Manager</p>	<p>LSCB</p>
<p>Maintain effective recruitment and retention of social workers</p>	<p>85% permanent social work staff in front line posts where social work qualifications are required</p> <p>All newly qualified Social Workers receive mentoring, reduced work load and dedicated training programme for first 12 months after qualification.</p> <p>Increased investment in social work capacity by £195K</p> <p>Improve Post Qualifying qualifications of workforce by 5% against baseline of March 31st 2010 by April 2011</p>	<p>Group Manager Workforce Development</p>	<p>Workforce Development Group</p>
<p>Reduce the length of time children are subject to a Child Protection Plan</p>	<p>Reduce child protection plans lasting two years or more to below 12% by April 2011</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance</p>	<p>LSCB</p>



### Priority 7 – National Indicator links

NI 59 % of initial assessments for children’s social care carried out within 7 working days of referral

NI 60 % of core assessments for children’s social care that were carried out within 35 working days of their commencement

NI 61 Timeliness of placements of looked after children for adoption following an agency decision that the child should be placed for adoption

NI 62 Stability of placements of looked after children: number of placements

NI 63 Stability of placements of looked after children: length of placement

NI 64 Child Protection Plans lasting 2 years or more

NI 65 % of children becoming the subject of a Child Protection Plan for a second or subsequent time

NI 66 Looked after children cases which were reviewed within required timescales

NI 67 % of child protection cases which were reviewed within required timescales

NI 68 % of referrals to children’ social care going on to initial assessment

NI 70 Hospital admissions caused by unintentional and deliberate injuries to children and young people

NI 71 Children who have run away from home/care overnight

### Priority 8. Reduce the need for children and young people to be looked after

Summary action	Success measures	Lead Manager	Sub-group
Reduce the number of children looked after	<p>Meet the outcome measures for CSV Empowering Families Volunteer Programme demonstrates effectiveness in supporting those children on the edge of care.</p> <p>Reduce numbers of looked after children in line with targets in line with targets 2010/11 - 260 and 2011/12 255</p>	Group Manager for Specialist Resources & Quality Assurance	Corporate Parenting Group
Embed Family Group Conference Service for Children on the edge of care.	Improve on the 2009/10 baseline for the number of conferences held by 50%	Group Manager Fieldwork Services	Parenting for All Corporate Parenting Group





<p>Sustain, through integrated working, the meeting of children's needs at stages 2 and 3 through our integrated working process</p>	<p>Deliver against targets contained in the Parenting Strategy.</p> <p>Sustain good performance in line with Statistical Neighbours and National Average on volume of referrals to stage 4</p>	<p>Group Manager Integrated Services</p>	<p>Parenting for All</p>
<p>Expand the provision of short breaks for parents, carers of children with disabilities and their children</p>	<p>Increase take up of short breaks in line with targets in Aiming High for Disabled Children Strategy. Target 340 children by March 2011</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD Sub-group</p>

**Priority 8 – National Indicator links**

None



**Priority 9.** Reduce the number of children and young people who have experienced bullying including face to face, text or internet

Summary action	Success measures	Lead Manager	Sub-group
Deliver the Anti-bullying Strategy	<p>Young people report they feel better equipped to respond to bullying; young people report feeling less bullied (TellUs survey) and that schools deal well with bullying issues (TellUs survey);</p> <p>An audit of anti-bullying policies in schools and agencies to ensure they are fit for purpose is complete by October 2010</p> <p>An agreed framework to record and report instances of bullying is in place by February 2011</p> <p>Pilot models for routinely gathering reliable information directly from young people and families are evaluated by February 2011</p> <p>Feedback from young people and families on the quality and availability of opportunities for victims and perpetrators to engage in preventative strategies and supportive activities</p>	Group Manager Inclusion	Anti-bullying sub-group
Implement the e-safety strategy	<p>Deliver awareness raising campaign by May 2010</p> <p>Provide targeted support to partners where improvement is required as identified by the LSCB e-safety audit - ongoing throughout 2010/11</p>	Safeguarding and Child Protection Co-ordinator	LSCB – E-safety sub-group

**Priority 9 – National Indicator links**

NI 50 Emotional Health of Children  
 NI 69 Children who have experienced bullying  
 NI 115 Substance misuse by young people



**Priority 10.** Reduce the impact of Domestic Abuse on children and young people's life changes

Summary action	Success measures	Lead Manager	Sub-group
Contribute to the revision and implementation of the Domestic Abuse Strategy for the partnership.	Targets and milestones met in the strategy for 2010/2011	Domestic Abuse Partnership Officer	Domestic Abuse Strategy Group

**Priority 10 – National Indicator links**

- NI 50 Emotional Health of Children
- NI 71 Children who have run away from home/care overnight



### Priority 11. Narrow the achievement gap between vulnerable children and young people and others of their age

Summary action	Success measures	Lead Manager	Sub-group
Implement an Early Years Foundation Stage Profile (EYFSP) Narrowing the Gap Strategy	<p>Strategy implemented by June 2010</p> <p>By 2012 EYFSP scores in lines with SALTS targets</p> <p>Develop early years SEN descriptors and intervention matrices to support the process of identification of need, response, monitoring and review by June 2010</p> <p>Update SEN training delivered to Early Years settings for children aged from 0 to five. By June 2010</p>	Group Manager Early Years	Integrated Childhood and Early Years and Board
Identify the children most likely to be within the lowest 20% at the end of the EYFSP and provide an integrated programme of support	<p>Children to be identified at age 3, programme of support implemented within three months of identification with key milestones towards targets identified</p> <p>By 2012 average score for this group to increase by 4.5 points compared to the 2009 cohort.</p>	Group Manager Early Years	Integrated Childhood and Early Years and Board
Increase the take up of Funded Childcare Provision	<p>10% increase in children with complex needs accessing out of school care settings</p> <p>100% take up of funded childcare for 2 year olds</p> <p>Increase by 10% childcare places for children with complex needs</p>	Group Manager Early Years  Group Manager Learning Difficulties and Disabilities	Integrated Childhood and Early Years and Board  LDD sub-group
Embed the Personal Education Plan process	100% 0-4 year olds who are LAC or CPP have a EYFS personal education plan	Group Manager Early Years	Integrated Childhood and Early Years and Board



<p>Narrowing the gap at Key Stage 2 and 4 between those eligible for Free School Meals and their peers</p>	<p>Key stage 2 Maths and English targets: 2010/2011 – 56% 2011/2012 – 59%</p> <p>Key stage 4 Maths and English targets: 2010/2011 – 27% 2011/2012 – 40%</p>	<p>Group Manager Inclusion</p>	<p>Joint Advisory Board</p>
<p>Narrowing the gap at Key Stage 2 and 4 for children with Special Educational Needs and their peers</p>	<p>Key stage 2 Maths and English targets: 2010/2011 - 54%.</p> <p>Key stage 4 Match and English targets: 2010/2011 – 47%</p>	<p>Group Manager Inclusion</p>	<p>Joint Advisory Board  LDD Sub-group</p>
<p>Implement CASPA software in all schools in order to effectively track performance which is below National Curriculum levels</p>	<p>100% of all Special Schools are using CASPA to monitor progress and attainment by September 2010</p> <p>Develop an implementation plan for all schools by January 2011</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD Sub-group</p>
<p>Review and analyse the impact of Portage Support on the attainment outcomes of young people with LDD</p>	<p>Review and evaluate Portage programme to ascertain impact on outcomes and value for money</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD Sub-group</p>
<p>Improve inclusive teaching and develop curriculum provision to engage and motivate all learners, including embedding Social and Emotional Aspects of Learning (SEAL).</p>	<p>100% teaching judged good or better for inclusivity by March 2011</p> <p>Behaviour overall across Southend schools is judged as 'good' or 'better'. One judgement per term.</p>	<p>Head of School Improvement</p>	<p>LDD Sub-group</p>





<p>Ensure the key priorities for narrowing gaps are included in all School Improvement Plans (SIP)</p>	<p>100% of SIPs include actions and targets relating to narrowing attainment gaps as they are specific to each school</p>	<p>Head of School Improvement</p>	<p>Joint Advisory Board</p>
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**Priority 11 – National Indicator links**

- NI 73 KS2 level 4 or above in English and Maths
- NI 75 5+ GCSEs at A\* -C including English and Maths
- NI 89 Reduction in the number of schools in Special Measures or with a Notice to Improve
- NI 99 LAC reaching level 4 in English at the end of KS2
- NI 100 LAC reaching level 4 in Maths at the end of KS2
- NI 101 LAC 5+ GCSEs at A\* -C including English and Maths
- NI 93 Progression by 2 levels in English between KS1 and KS2
- NI 94 Progression by 2 levels in Maths between KS1 and KS2
- NI 76 Reduction in the number of schools where fewer than 55% of pupils achieve level 4 or above in both English and Maths
- NI 78 Reduction in the number of schools where fewer than 30% of pupils achieve 5 or more A\*-C GCSEs including English and Maths.
- NI 102 Achievement gap between pupils eligible for free school meals and their peers achieving the expected levels at the end of KS2 and KS4



## Priority 12. Reduce school absenteeism and examples of poor behaviour

Summary action	Success measures	Lead Manager	Sub-group
Deliver a multi-agency, integrated approach to reducing examples of poor behaviour across all stages of the Southend staged model of intervention	<p>100% of schools show a reduction in fixed term exclusions from 2008/2009 level</p> <p>90% of schools have an Ofsted inspection of behaviour judged as good or better</p> <p>Behaviour and Attendance Partnership established by October 2010</p>	Group Manager Inclusion	Joint Advisory Board
Embed the S.E.A.L. approach to improving behaviour in schools across all schools	Evaluation outcomes agreed with National Strategies Regional Adviser shows that behaviour overall across Southend schools is judged as 'good' or 'better'. One judgement per term.	Group Manager Inclusion	Joint Advisory Board
Embed an integrated approach - across all schools and agencies - to reducing absence from school	<p>Reduce the Secondary School persistent absence rate (NI 87) to 5.5% in 2010-11 fiscal year and 5% in 2011-12 fiscal year</p> <p>Partnership strategy for school attendance delivers improvements in attendance of 1% change overall by March 2011</p>	Group Manager Inclusion	Joint Advisory Board

### Priority 12 – National Indicator links

- NI 86 Secondary schools judged as having good or outstanding standards of behaviour
- NI 87 Secondary school persistent absence rate
- NI 114 Rate of permanent exclusions from school



**Priority 13.** Continue to develop the Extended Services Offer across all schools and ensure the inclusion needs of vulnerable children are met

Summary action	Success measures	Lead Manager	Sub-group
Ensure the involvement of Extended Services community Hub Coordinators within each LAC and CPP	<p>100% of relevant LAC have extended services provision within their PEP – monitored by sample audit and reported to the Executive</p> <p>100% of relevant children with statements of SEN have access to extended services – monitored by sample audit and reported to the Executive</p>	<p>Group Manager for Specialist Resources &amp; Quality Assurance</p> <p>Group Manager Learning Difficulties and Disabilities</p> <p>Group Manager Early Years</p>	Corporate Parenting Group
Ensure commissioning of Extended Services fully meets local need	<p>50% of all funding is allocated through a commission progress which is supported by an individual unit cost and clear measurable outcomes</p> <p>Reviewing the funding allocation process by September 2010</p>	Group Manager Early Years	Early Years and Childhood Strategic Board
Improve access for children with LDD to extended services	<p>20% increase in take up from the SEN/ LDD client group in extended provision</p> <p>Increase in attendance of children on SEN register to extended schools from baseline of 15 to 60 children by March 2011</p> <p>£75k financial investment through Aiming High Grant extending services to improve accessibility</p> <p>Demonstrable increase in parents' satisfaction with services</p>	Group Manager Learning Difficulties and Disabilities	LDD sub-group

**Priority 13 – National Indicator links**

NI 88 % of schools providing access to extended services



**Priority 14.** Ensure that every child has access to high quality school places that meet their needs

Summary action	Success measures	Lead Manager	Sub-group
Deliver a school expansion and admission strategy to ensure sufficient primary school places across the town	<p>Feasibility studies commissioned and completed by October 2010</p> <p>Consultation with schools completed by November 2010</p> <p>Report provided to Cabinet by December 2010</p> <p>Consultation and development of revised admission arrangements, agreed by April 2012</p>	Group Manager, School Funding Capital and Access	Joint Advisory Board

**Priority 14 – National Indicator links**

NI 89 Reduction in number of schools judged as requiring special measures and improvement in time taken to come out of the category



**Priority 15.** Ensure positive activities are available and accessibly to all young people, including those from vulnerable groups e.g. young carers

Summary action	Success measures	Lead Manager	Sub-group
Continue to embed the Youth Crime Action Plan and provide positive activities to young people otherwise likely to become involved in crime and antisocial behaviour	Reduce the number of first time entrants to the youth Justice System – 2010/11 target < 310	Group Manager Youth Offending	Youth Offending Service
Implement the Targeted Youth Strategy	Detached Youth Workers deliver 21 contact hours per week (1,092 hours between April 2010 and March 2011)  Ensure the new Youth Work curriculum is embedded in all centres including outreach centres and detached work by March 2011	Group Manager Connexions  Group Manager Youth Offending Service	Youth Offending Service
Strengthen and further develop the positive activities strategy to increase young peoples involvement in positive activities	NI 110 Young People's participation in positive activities  Implement website including dedicated pages for positive activities Apr 2010  Shoebury Youth Centre rebuild completed and opened by July 2010  Promote the Advantage Card scheme via the Positive Activities Partnership and investigate young people's awareness and uptake of the card by September 2011	Group Manager Connexions	Positive Activities Partnership





<p>Strengthen and further develop opportunities for children and families to participate in culture and leisure activities, particularly vulnerable children and families</p>	<p>Conduct a needs analysis to determine the level of current provision for 0-16 year olds and their families and prospective markets by June 2010</p> <p>Consult children young people and their families on their culture and leisure needs and wants by June 2010</p> <p>Develop a strategy for opportunities including methods of resourcing opportunities by September 2010</p> <p>Establish targeted promotion activities</p>	<p>Group Manager Culture improvement and development</p>	<p>Positive Activities Partnership</p>
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**Priority 15 – National Indicator links**

- NI 110 Young People's participation in positive activities
- NI 111 First time entrants to the Youth Justice System aged 10 – 17 years old



**Priority 16.** Continue to reduce the impact of anti-social behaviour and offending on children, young people and the community

Summary action	Success measures	Lead Manager	Sub-group
Embed the Scaled Approach and implement the Youth Rehabilitation Order and work in partnership with courts and magistrates	NI 19 reduce the number of young people who re-offend – target 98 offences per 100 offenders  NI 43 Reduce the number of young people sentenced to custody	Group Manager Youth Offending	Youth Offending Service
Deliver our key projects and plans (Youth crime action plan, FIP, PEIP)	NI 111 reduce first time entrants to the Youth Justice System  Key milestones met and delivered  150 – 200 parents supported each year as part of the PEIP	Group Manager Youth Offending	Youth Offending Service

**Priority 16 – National Indicator links**

NI 19 Rate of proven re-offending by young offenders

NI 43 Young people within the Youth Justice System receiving a conviction in court who are sentenced to custody

NI 111 First time entrants to the Youth Justice System aged 10 - 17



**Priority 17.** Ensure that every service can demonstrate policy change or service improvement as a result of user feedback

Summary action	Success measures	Lead Manager	Sub-group
Revise participation strategy to ensure effective collection and measurement of impact from all partners	Strategy revised by July 2010 and to include impact measures  First impact report to partnership by Oct 2010	Chief Executive, Southend Education Trust	Voice and Influence Partnership Group
Mainstream the 'Voice of the Child' into all childcare providers and Children's Centres	80% of childcare providers and Children's Centres have accessed information or training  100% of children's Centres have Steering Groups or Advisory Boards who are both critical friend and also help to shape each centre's service delivery	Group Manager Early Years	Integrated Childhood and Early Years Strategic Board
Strengthen mechanisms used for engaging children, young people and families	Evaluate/investigate the use of viewpoint as a Trust wide evaluation  Promote the use of Viewpoint in schools  Ensuring all Local Strategic Partnership consultations include children and young people as appropriate  See also enabling actions	Chief Executive, Southend Education Trust	Voice and Influence Partnership Group
Use information from the Tell Us survey outcomes and Connexions Young People's survey to influence service development	NI 110 – young people's participation in positive activities  Feedback from young people's views regarding Friday night and Saturday night activity development  Survey young people regarding offer of positive activities across Southend – September 2010	Group Manager Connexions	Positive Activities Partnership



Continue to grow and support the Youth Council	Evidence of increased participation in elections in February 2011  Develop new methods to increase the participation of the Youth Council in the Children's Trust by September 2010.	Group Manager Connexions	Positive Activities Partnership
Revise participation strategy to ensure effective collection and measurement of impact from all partners	Strategy revised by July 2010 and to include impact measures  First impact report to partnership by Oct 2010	Chief Executive, Southend Education Trust	Voice and Influence Partnership Group
Mainstream the 'Voice of the Child' into all childcare providers and Children's Centres	80% of childcare providers and Children's Centres have accessed information or training  100% of children's Centres have Steering Groups or Advisory Boards who are both critical friend and also help to shape each centre's service delivery	Group Manager Early Years	Integrated Childhood and Early Years Strategic Board
<b>Priority 17 – National Indicator links</b>			
None			



**Priority 18.** Improve the involvement in decision making for young people with LDD

Summary action	Success measures	Lead Manager	Sub-group
Strengthen the ways by which Special Schools' Councils are involved in decision making	All special school councils consulted on a termly basis.	Group Manager Learning Difficulties and Disabilities	LDD sub-group Voice and Influence Group
Young people with LDD take part in representative groups	Gap analysis of level of involvement undertaken by September 2010  An increase in representation is reported to the Children's Partnership Executive	Group Manager Connexions	Voice and Influence Group

**Priority 18 – National Indicator links**

None





**Priority 19.** Deliver new commissioning arrangements for 16-19 securing increased participation, reducing NEET and improving level 3 achievement for those from lower income families

Summary action	Success measures	Lead Manager	Sub-group
Ensure transition arrangements for new responsibilities are in place and an effective	<p>A 14 – 19 joint commissioning plan will be in place by September 2010</p> <p>Foundation Learning – 1,500 identified learners will have access to appropriate provision</p> <p>Increase the number of apprenticeships available (2020 target is 20% of learners) to 250 places by March 2011</p> <p>Post 16 level 1 and level 2 courses will increase by 2011 in line with Foundation Learning requirements</p> <p>Learning pathways for vulnerable groups including SEN and those from low income families result in the curve being turned in level 3 achievements. Baseline measurement September 2010, progress measure March 2011.</p> <p>NI 81 shows improvement in line with target</p>	Group Manager 14- 19 Strategy	14-19 Strategy Group
Develop a plan for the Raising of Participation Age	Plan agreed by Children’s Partnership Executive by July 2010	Group Manager 14- 19 Strategy	14-19 Strategy Group
Fully deliver the 14-19 Strategy	<p>Reduce the level of NEETs to 5.2% by 2011</p> <p>Reduce those young people who have a destination of unknown to 5.2% by 2011</p> <p>Ensure full implementation of September Guarantee with 95% of 16 year olds and 90% of 17year olds receiving an offer of learning</p>	Group Manager 14- 19 Strategy  Group Manager Connexions	14-19 Strategy Group



	<p>Ensure that all 16 &amp; 17 year olds in the January Guarantee cohort have either an offer or a recorded reason for an offer not being appropriate</p> <p>NI 82 target is met</p> <p>82% of young people in Southend will achieve a level 2 qualification by 19 (Mar 2011)</p> <p>54% of young people in Southend will achieve a level 3 qualification by 19 (Mar 2011)</p>		
<p>Enhance the support provided to young people with SEN/ LDD transferring to post 16 education</p>	<p>Audit and disseminate guidance on 14-19 curriculum and qualifications for LDD – Audit completed and guidance produced by July 2010</p> <p>Develop a Post-16 Commissioning Plan to ensure the needs of learners from vulnerable groups (including LLDD and young people from low income families) are met. Plan to be developed by October 2010</p> <p>Establish clear routes of progression into FE for young people in special schools by March 2011</p> <p>Improved S.139 assessments in line with the Eastern Region LDD plan</p>	<p>Group Manager 14- 19 Strategy</p>	<p>14-19 strategy group  LDD sub-group</p>

**Priority 18 – National Indicator links**

- NI 79 Achievement of a Level 2 qualification by the age of 19
- NI 80 Achievement of a Level 3 qualification by the age of 19
- NI 81 Inequality gap in the achievement of a Level 3 qualification by the age of 19
- NI 82 Inequality gap in the achievement of a Level 2 qualification by the age of 19
- NI 90 Take up of 14 – 19 learning diplomas
- NI 91 Participation of 17 year olds in education or training
- NI 117 16 – 18 year olds who are not in education, employment or training



**Priority 20.** Improve the proportion of young people accessing higher education, especially those from low income families

Summary action	Success measures	Lead Manager	Sub-group
Provide clear and concise information to all learners detailing progression pathways from all qualifications	<p>Launch of Connexions website – April 2010</p> <p>One annual Careers fair held that raises aspirations, by March 2011.</p> <p>Establish a baseline of attendees by postcode and evaluate the impact of their experience through feedback, by March 2011</p>	Group Manager Connexions	14-19 Strategy Group
Provide high quality careers education and guidance (Quality, Choice and Aspiration Strategy)	<p>Every school has a dedicated personal advisor by September 2010</p> <p>Every school to have implemented the revised IAG Strategy, including a plan to target support to young people from low income backgrounds by September 2010</p>	Group Manager Connexions	14-19 Strategy Group
Improve the impact of Aim Higher for low income families	Develop a baseline analysis of participation and an evaluation of outcomes by June 2010	Chief Executive, Southend Education Trust	14-19 Strategy Group

**Priority 20 – National Indicator links**

NI 106 Young people from low income backgrounds progressing to higher education



**Priority 21.** Improving transitions into adult life for children and young people with learning difficulties and disabilities

Summary action	Success measures	Lead Manager	Sub-group
Improve and embed Personalised Learning processes for children with SEN/LDD	<p>Complete Audit of a sample of schools and settings to assess extent of personalised learning, identify good practice and establish a baseline by July 2010</p> <p>Deliver a programme of Continuing Professional Development on personalised learning by April 2011</p> <p>All support services including outreach from Special Schools evidence promotion of personalised learning for children with SEN/LDD – measured through sample audit in Jan 2011</p>	Group Manager Learning Difficulties and Disabilities	LDD sub-group
Ensure clear systems are in place to enable young people with LDD aged 19-25 years to access appropriate learning	Strategy Developed in line with Eastern Region LDD plan by Mar 2011	Group Manager Learning Difficulties and Disabilities	LDD sub-group



<p>Improve multi-agency working to support the smooth transition to Adult Services</p>	<p>Establish and monitor an agreed multi-agency protocol to support smooth transition into adult services by July 2010</p> <p>Ensure an effective multi-agency Transitions Group including the Learning Disability Partnership Board, Connexions, Housing, Adult Services, Children and Learning, Health and voluntary organisations improves transitions to adulthood</p> <p>Review pupil views on transition planning and use them to improve services and processes by Oct 2010</p> <p>Seek the involvement of parents in producing clear and concise guidance to the Transition process by Sept 2010</p> <p>Develop robust processes and shared protocols for the completion of 139a assessments including Improving Choices applications by July 2010</p>	<p>Group Manager Learning Difficulties and Disabilities</p>	<p>LDD sub-group</p>
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**Priority 18 – National Indicator links**

NI 147 Care leavers in suitable accommodation





**Priority 22.** Improve access to suitable housing for vulnerable 16-18 year olds and for vulnerable families

Summary action	Success measures	Lead Manager	Sub-group
Oversee and monitor the implementation of the multi-agency procedures for joint assessment and response to homeless 16 and 17 year olds.	Evidence appropriate response to need through data of referral and outcome against baseline of Oct 2009  Sustain levels of 16 and 17 year olds accommodated at 2009/10 rate	Group Manager Housing	Homelessness Prevention Strategy Steering Group
Further develop appropriate supported provision for 16 and 17 year olds, and ensure priority access for Southend residents to existing provision	Supported Lodgings developed and providing capacity for 10 young people by October 2010  All referrals made through access gateway by April 2010  Develop supported hostel provision according to identified need throughout the year	Group Manager Housing	Homelessness Prevention Strategy Steering Group
Deliver the strategy for improving the housing conditions for vulnerable families	HMO protocol implementation plan delivered for 2010  183a - The average length of stay in B&B (weeks) of households which include dependant children or a pregnant woman and which are unintentionally homeless and in priority need.  Ensure housing protocol for vulnerable families is fully operational by April 2010 and monitor consistent implementation over 2010.	Group Manager Housing	Homelessness Prevention Strategy Steering Group

**Priority 22 – National Indicator links**

BVPI 183 a Average length of stay in Bed and Breakfast accommodation



**Priority 23.** Continue to strengthen multi-professional integrated working

Summary action	Success measures	Lead Manager	Sub-group
Strengthen the Southend Staged Intervention Model	Implement the Integrated Locality Working Practitioners Guidance published by the end of April 2010	Group Manager Integrated Locality Services	Workforce Development Group
Strengthen the Team Around the Child and Family at Stage 2	By March 2011 increase the volume of TACAF assessments, baseline for percentage increase established by June 2010	Group Manager Integrated Locality Services	Workforce Development Group
Embedding locality based information sharing networks	By March 2011 Increase in participation in information sharing networks, baseline for increase established by June 2010	Group Manager Integrated Locality Services	Workforce Development Group
Develop co-located working for children, young people and their families to gain better access to services	One further co-located site in operation by March 2011	Group Manager Integrated Locality Services	Workforce Development Group
Provide training for lead professionals on developing their assessment skills	4 training courses provided by March 2011  Locality co-ordinators report an improvement in the quality of CAF assessments reviewed in Locality Partnership Board reports, September 2010	Group Manager Integrated Locality Services	Workforce Development Group



**Priority 24. Implement the Southend Children's Partnership Workforce Strategy**

Summary action	Success measures	Lead Manager	Sub-group
Implement strategies to recruit and retain high calibre professionals to the Children's Workforce, particularly Social Workers and Secondary Specialist Teachers	<p>Increase from 46 to 50 the number of schools using the DCSF schools recruitment strategy by March 2011</p> <p>Irish recruitment programme: recruit at least 10 teachers from Ireland to at least 6 secondary schools by March 2011</p> <p>Reduce the social worker vacancy rate from the 09/10 baseline by March 2011</p> <p>Implement a newly qualified teacher campaign focussed on Southend by September 2010</p> <p>Maintain vacancy rate as comparatively lower than other Local Authorities in the Eastern Region (measured termly)</p>	Group Manager Children's Workforce Development	Workforce Development Group
Developing student placements within the workforce and implementing the Apprenticeship Scheme	<p>Maintain the number of student placements in Social Work at the 2009/2010 level of 17</p> <p>Apprenticeship Scheme implemented by December 2011</p>	Group Manager Children's Workforce Development	Workforce Development Group
Deliver and monitor the detail of the Children's Workforce Strategy	3 reports to the Children's Trust Executive per year detailing progress with delivering and monitoring the strategy	Group Manager Children's Workforce Development	Workforce Development Group
Raise the qualification level of the childcare workforce	<p>2% increase in the childcare workforce achieving Level 3 from 2009/2010 baseline of 63%</p> <p>1 graduate leading practice in each children's centre by December 2010</p> <p>1 graduate leading practice in all other full day care settings by 2015 – (2009/2010 baseline is 13%)</p>	Group Manager Early Years	Workforce Development Group



Implement the new partnership induction programme to the whole of the Children's Workforce	Target of 3 induction sessions per year Review and report on attendance and impact by March 2011	Group Manager Children's Workforce Development	Workforce Development Group
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### Priority 25. Extend strategic commissioning and pooling of budgets

Summary action	Success measures	Lead Manager	Sub-group
Work with the National Commissioning Strategy to develop an agreed Strategic Commissioning Strategy	Develop a strategic framework for commissioning by May 2010 Develop a vision for a Strategic Commissioning Unit model by May 2010 Develop clear and improved arrangements for performance management by July 2010	Group Manager Plans Performance and Commissioning	Strategic Commissioning Group
Developing a section 10 agreement for pooling of budgets	Section 10 agreement developed by June 2010 Increase in number of partners contributing to pooled resources against 2009/2010 baseline by March 2011	Group Manager Plans Performance and Commissioning	Strategic Commissioning Group
Improve the skills of Extended Services Hub Coordinators and Children's Centre managers in local commissioning services for vulnerable families	100% of commissioned services have a clear cost/measurable outcome for vulnerable families Commissioners meet NOS CPC403 standards	Group Manager Early Years Group Manager Plans Performance and Commissioning	Strategic Commissioning Group



**Priority 26.** Strengthen joint work between Southend Children's Partnership and strategic partnerships to improve community well-being and cohesion

Summary action	Success measures	Lead Manager	Sub-group
Delivering the Children's Partnership Development Action Plan	All actions delivered Scores on Children's Partnership self-assessments improve	Children's Partnership Manager	Children's Partnership Executive
Actively championing the needs of children, young people and their families at a strategic level across the Southend Together Partnership	Participate in all Southend Together Partnership events Develop further communication opportunities across Southend Together and its Key Strategic Partnerships	Children's Partnership Manager	Children's Partnership Executive
Preparing the Children's Partnership to meet all the requirements of the ASCL Act 2009 and the amended Children's Act 2004 before the enactment dates	All statutory requirements met by due dates	Children's Partnership Manager	Children's Partnership Manager
Provide support to all Children's Partnership sub group Chairs to ensure a consistent approach to the role	Chairs invited to at least two Children's Trust group Chairs support events	Children's Partnership Manager	Children's Partnership Executive
Developing a mechanism to enable earlier and wider consultation on the 2011-2012 CYPP refresh to further strengthen the impact of children and young people has a greater influence on priorities	20% more children and young people participate in some form of consultation and engagement for the refresh of the CYPP	Children's Partnership Development Manager	Children's Partnership Executive



The following table lists the basket of National Indicators that relate to children and young people. The table show the 2008/09 year end figures, 2009/10 provisional year end figures as well as the 2010/11 targets.

<b>National Indicator Target Setting</b>				
Current position/ target quartiles have been based on 2008/09 (2007/08 academic year) quartile thresholds				
NI No.	Description	Outturn 2008/09 (2007/08 Academic)	Provisional year end figures 2009-10 (2008/09 Academic)	Target 2010-11 (2009/10 Academic)
19	Recidivism - The rate of proven re-offending by young offenders ages 10-17 (based on the cohort established during the period Jan to Mar).	0.92 per offender	0.89 per offender	0.98 per Offender
43	Young people within the Youth Justice System receiving a conviction in court who are sentenced to custody	5.75%	3.4%	< 5%
44	Ethnic composition of offenders on Youth Justice system disposals	White 2.1% Mixed 0.2% Asian -1.8% Black 0.4% Chinese - 0.9%	The figures are due in June 2010	Targets not set by YJB
45	Young offenders' engagement in suitable education, training and employment	80.8% (improvement rate of 31.2%)	85%	71.3% (+ 4% improvement rate on 68.6%)
48	Children killed or seriously injured in road traffic accidents.	12% (=5 children)	-59.1%	9%
50	Emotional health of children	63.8%	58.0%	61%





51	Effectiveness of child and adolescent mental health (CAMHS) services	12	14	16
52	Take up of School Lunches	N/A	Primary 34.6% Secondary 35.9%	Primary 45% Secondary 45%
53	Prevalence of breastfeeding at 6-8 weeks from birth A) prevalence; B) percentage of infants with breastfeeding status recorded	PCT A) 38% PCT B) 98%	PCT A) = Q3 =39.7% against trajectory of 61.5% for Q3 PCT B) = Q3 99.6%	PCT A) 70.0% PCT B) 95.7%
54	Services for disabled children	N/A	62	70
55	Obesity in primary school age children in Reception A) percentage of children in reception with height and weight recorded who are obese; B) percentage of children with height and weight recorded	A) 9.0% B) 84%	(A) 10.3% - LA B) 79% - PCT	(A) 9.0% B) 89% (LAA Target)
56	Obesity in primary school age children in Year 6. A) Percentage of children in yr 6 with height and weight recorded who are obese. B) Percentage of children with height and weight recorded (Reported in Academic Years)	LA 18.7%	LA (A) 19.5% (B) 77.9% (SEEPCT)	PCT A) 15% PCT B) 96%
57	Children and young people's participation in high quality PE and Sport	N/A	91%	90%



58	Emotional and behavioural health of children in care	14.3	Due in June 2010	15 (LAA Target)
59	Percentage of Initial assessments within 7 days of referral	73.5%	74.8%	80.0%
60	Percentage of core assessments that were completed within 35 working days of their commencement (cumulative from 01/04)	73.0%	73.2%	82.0%
61	Stability of looked after children adopted following an agency decision that the child should be placed for adoption	73.7%	80.0%	80.0%
62	Percentage of LAC within 3 placements or more (cumulative from 01/04)	8.3%	13.5%	10.0%
63	Stability of placements of looked after children: length of placement	72.7%	75.2%	75.0%
64	children who were de-registered from the CPR who were on the CPR for at least 2years (cumulative from 01/04)	8.0%	12.2%	6.0%
65	Percentage of children who were registered on the CPR who had previously been registered (cumulative from 01/04)	17.9%	14.8%	12.5%
66	Reviews of looked after children completed within the timeframe (cumulative from 01/04)	95.4%	97.3%	98.9%
67	Reviews of child protection cases that took place within the timeframe (cumulative from 01/04)	100%	100%	100%



68	Percentage of referrals to children's social care going on to initial assessment	80.5%	78.4%	75.0%
69	Children who have experienced bullying	54.2%	28.5%	46.1% (LAA Target)
70	Hospital admissions caused by unintentional and deliberate injuries to children and young people	23.6	80 under 18's per 10,000 YTD as at March 2010	target not yet set
71	Children who have run away from home/care overnight	8	10	14
72	Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal, Social and Emotional Development and Communication, Language and Literacy	50.0%	54.9%	55.5
73	Achievement at level 4 or above in both English and Maths at Key Stage 2	71.0%	71.0%	77.0%
75	Percentage of 15 yr olds achieving 5 or more GCSEs at grades A* - C including English and Maths (Threshold/floor)	55.0%	57.8%	Stretch target period ended. (61%)
76	Reduction in number of schools where fewer than 55% of pupils achieve level 4 or above in both English and Maths at Key Stage 2	4	2	1
78	Reduction in number of schools where fewer than 30% of pupils achieve 5 or more A* - C grades at GCSE and equivalent including GCSEs in English and Maths	2 (17%)	1	0



79	Achievement of a Level 2 qualification by the age of 19	73.0%	77.00%	82% (PSA Target by 2011)
80	Achievement of a Level 3 qualification by the age of 19	50%	51.3%	54% (PSA Target by 2011)
81	Inequality gap in the achievement of a Level 3 qualification by the age of 19	38.0%	37%	23%
82	Inequality gap in the achievement of a Level 2 qualification by the age of 19	31.0%	32.8%	20%
84	Achievement of 2 or more A* - C grades in Science GCSEs or equivalent	51.1%	50.5%	55.0%
85	Post-16 participation in physical sciences (A Level Physics, Chemistry and Maths)	Physics 102	Physics 83	Physics 85
		Chemistry 168	Chemistry 155	Chemistry 157
		Maths 186	Maths 193	Maths 194
86	Secondary schools judged as having good or outstanding standards of behaviour	90.0%	81.8% (9 out of 11 schools)	90.0%
87	Secondary school persistent absence rate (overall)	6.9%	6.8%	5.5%
88	Number of extended schools	46% overall (60% Primary - 33% Secondary)	85.2% Overall	100.0%
89	Reduction in number of schools judged as requiring special measures and improvement in time taken to come out of the category	1	0	1
90	Take up of 14-19 learning diplomas	N/A	36	48
91	Participation of 17 year olds in education or training	72.0%	Due end of June 10	74.0%



92	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest. Reporting this indicator. 1. DCSF published figures will be included in all reports as NI92(a) This will EXCLUDE the children .e.g. the DCSF published figures since 2007/08 academic year EXCLUDES children born after April who are in Independent Schools. 2. Performance reports will include the calculation based on the definition and include ALL children and will be NI92 (b) – this information will be obtained from KEYPAS FSP LA TARGET AREAS and will be for ALL SCHOOLS and ALL children. and not DEFAULT	31.1%	32.7% (Prov)	26.9%
93	Progression by 2 levels in English between Key Stage 1 and key Stage 2	79.0%	78.0%	86.0%
94	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2	79.0%	80.0%	83.0%
99	Children in care reaching level 4 in English at Key Stage 2	55.0%	65.0%	25% (Based on small cohort - 3 out of 12 eligible pupils)
100	Children in care reaching level 4 in Maths at Key Stage 2	55.0%	60.0%	41.6% (Based on small cohort - 5 out of 12 eligible pupils)
101	Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 inc English and Maths	11.1%	8.3%	29.2%



102 (KS2)	Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at Key Stage 2	30.1%	27.7%	21.0%
102 (KS4)	Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at Key Stage 4	40.1%	30.0%	30.0%
103	Special educational Needs - statements issued within 26 weeks (A = Excluding exceptions. B = Including exceptions)	(A) 92.5% (B) 78.2%	(A) 93.0% (B) 78.0%	(A) 100%, (B) 90.0%
104	The Special Educational Needs (SEN)/non-SEN gap - achieving Key Stage 2 English and Maths threshold	58.8%	59.9% Prov	53.7%
105	The Special Educational Needs (SEN)/non-SEN gap - achieving 5 A* - C GCSEs including English and Maths	56.3%	56.6% Prov	47.0%
106	Young people from low income backgrounds progressing to higher education	N/A	New Indicator DCSF to provide figure	Not Available
107	Key Stage 2 attainment for Black and minority ethnic groups	White (71.5%) Mixed (70%) Asian (70.2%) Black (57.7%) Chinese (N/A)	White 70% Mixed 74% Asian 64% Black 70% Chinese 86%	Gypsy, Roma and Traveller of Irish Heritage 57% Any Other White 17% Black Caribbean n/a Wht/Blk Caribbean n/a Blk Afr + Wh/Bl Af 9% Any Other Black n/a Pakistani n/a





108	Key Stage 4 attainment for Black and minority ethnic groups	White (54.3%) Mixed (58.6%) Asian (60.8%) Black (52%) Chinese (76%)	White 57% Mixed 68% Asian 68% Black 59% Chinese 75%	Gypsy, Roma and Traveller of Irish Heritage n/a Any Other White 1.4% Black Caribbean n/a Wht/Blk Caribbean n/a Blk Afr + Wh/Bl Af 3.4% Any Other Black n/a Pakistani n/a
109	Number of Sure Start Children's Centres	11 (78.6%)	14 (100%)	14 (100%)
199	Children and young people's satisfaction with parks and play area	43.9%	78.6%	66.3%
110	Young people's participation in positive activities	65.5%	78.7%	75.0%
111	The number of first timers in Youth Justice System (cumulative)	36.8% (211) reduction against baseline (334)	6 (51 Cumulative)	7.2% (310) reduction against baseline (334)
112	Under 18 conception rate	-25.9%	-24.1%	-50.0% from baseline = Rate of 28.2 per 1000 reported in 2012
113	Prevalence of Chlamydia in under 25 year olds. Part 1) Percentage of the resident population aged 15-24 accepting a test/screen for Chlamydia. Part2) The number of positive diagnosis for Chlamydia in the resident population aged 15-24 (Prevalence).	1) 17.9% 2) 8.7%	14.5% Q3 2009/10	Part 1) 19% (% of the population aged 15-24 years) 3,609 persons screened/ tested



114	Rate of permanent exclusions from school	0.12% (33)	0.02% (5)	0.09% (24) (LAA Target)
115	Substance misuse by young people	10.5%	10.0%	Targets not set
116	Proportion of children in poverty	23.1%	Due July 2010	20.0%
117	16 to 18 year olds who are not in education, employment or training (NEET). Outturn based on average of 3 months (Nov; Dec & Jan)	7.0%	5.6%	5.3%
118	Take up of formal childcare by low-income working families	15.7%	17.0%	18% (tbc)
147	Care leavers in suitable accommodation.	90.3%	94.7%	95.0%
148	Care leavers in education, employment or training.	80.6%	84.2%	85%
161	Number of Level 1 qualifications in literacy (including ESOL) achieved.	N/A	June	Not Available
162	Number of Entry Level qualifications in numeracy achieved.	N/A	June	Not Available
198	Children travelling to school - mode of transport usually used.	25.2% (Car)	22.0%	20.0%

### Key

Top Quartile	Upper Middle Quartile
Lower Middle Quartile	Bottom Quartile
No Quartiles	

**LAA targets are set in advance of the availability of outcome data**

**Targets relating to Youth Justice are set in advance in partnership with the Youth Justice Board**

Although some of the YJB and LAA targets set in advance will see performance remaining in the lower quartiles our ambition is to aim for Top Quartile performance





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A summary of this information can be provided in alternative formats such as Braille, audio-tape, or in large print. Translations of this document in alternative languages are also available.

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