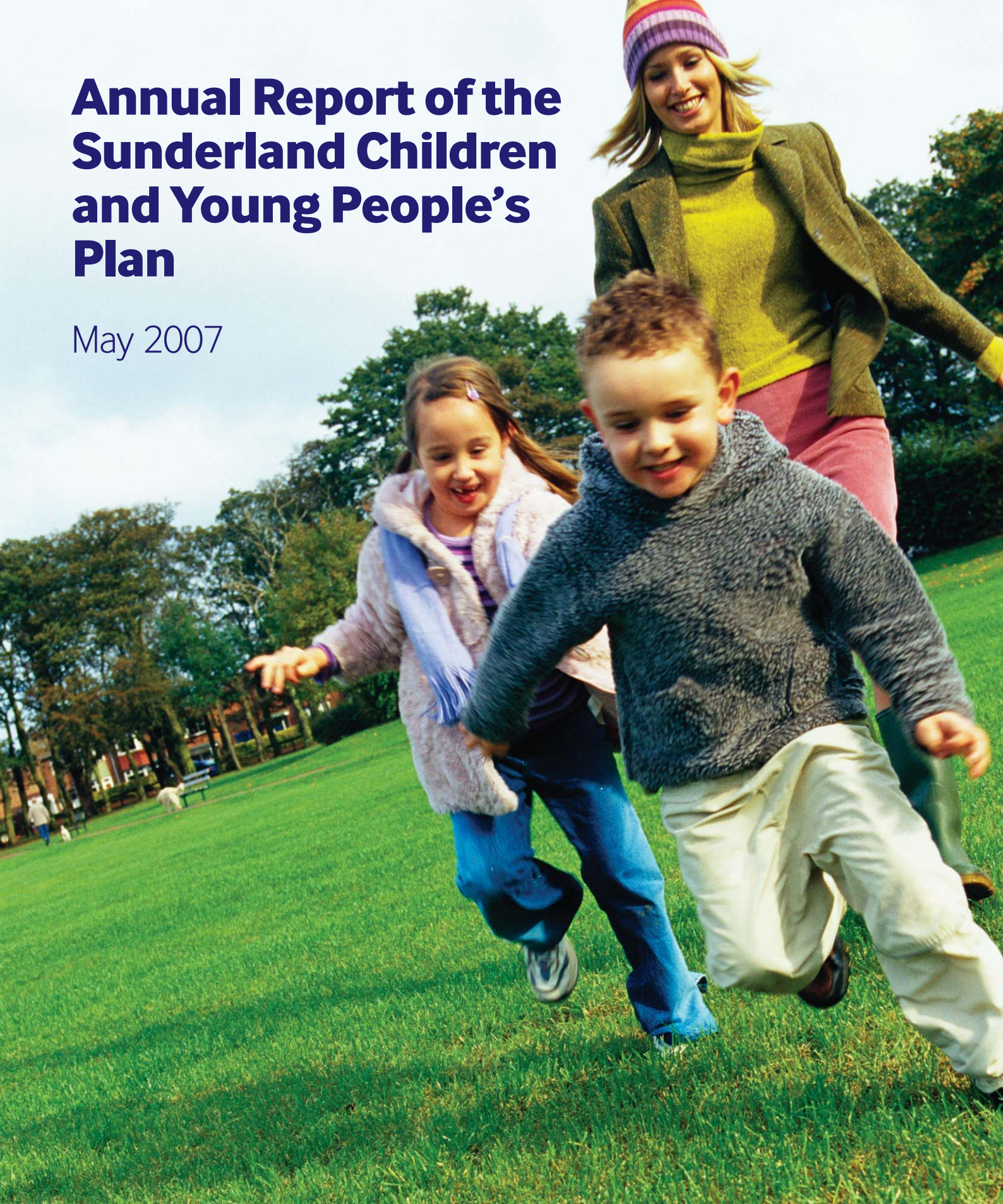


# Annual Report of the Sunderland Children and Young People's Plan

May 2007



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# 1 Introduction

Welcome to the 2006-07 Annual Report of the Sunderland Children's Trust. This document sets out in clear, accessible terms what everyone involved in Children's Trust arrangements has done over the past year to improve the outcomes and quality of life for all children and young people in Sunderland.

The first Children and Young People's Plan (CYPP) was published on 1 April 2006, as a three-year plan. We are required to update the plan annually in order to review progress against priorities. This annual report sets out that review of progress.

Since publishing the first plan, we have:

- Reviewed the needs assessment
- Monitored progress against actions and performance indicators
- Re-set the priorities for the remainder of the three year CYPP

We have actively sought to engage children, young people and families, and professionals and practitioners within the statutory and voluntary and community sectors, in all of this.

## OUR PRIORITIES

The priorities set out in the CYPP 2006-09 are:

BEING HEALTHY	1	All children and young people to have access to age appropriate health services that are responsive to their specific needs
	2	Reduce mortality rates in children aged 1 year or less
	3	Improve mental health and emotional well-being of children and young people and increase access to Child and Adolescent Mental Health Services (CAMHS)
	4	Improve sexual health and reduce teenage pregnancy
	5	Reduce incidence of obesity
	6	Increase sport and physical activity amongst children and young people aged 5 to19
	7	Reduce substance misuse by children and young people
STAYING SAFE	8	Reduce incidence of harm to children and young people and unborn babies from domestic violence, parental mental ill-health, and parental substance misuse
	9	Reduce number of road traffic accidents involving children and young people
	10	Reduce number of racist incidents involving children and young people
	11	Reduce incidence of bullying involving children and young people
	12	Reduce numbers of children looked after
ENJOYING AND ACHIEVING	13	All children to have access to appropriate early years services that help prepare them for school
	14	Reduce school absence
	15	Raise academic achievement of all children and young people
	16	Improve access to play and leisure opportunities for all children and young people
MAKING A POSITIVE CONTRIBUTION	17	Increase the engagement of children and young people in the planning and delivery of services
	18	Reduce offending and re-offending by all children and young people
	19	Reduce offending and re-offending by children looked after

# 1 Introduction

ACHIEVING ECONOMIC WELL-BEING	20	Support disabled young people to achieve economic well-being
	21	Increase the number of young people in education, employment and training (EET)
	22	Increase the range and quality of living accommodation available for young people
TRANSFORMING CHILDREN'S SERVICES		
INTEGRATED FRONT-LINE DELIVERY	23	Extend and improve the network of multi-disciplinary integrated service locations across the city (children's centres, extended schools, specialist services etc)
INTEGRATED PROCESSES	24	Further embed shared service improvement processes for Children's Trust stakeholders (e.g. CYPP, Local Area Agreement, service review and inspections [Annual Performance Assessment, Joint Area Review])
	25	Introduce the Common Assessment Framework and the role of Lead Professional across the city by April 2008
	26	Enable children and young people to participate in service design and delivery
INTEGRATED STRATEGY	27	Establish and implement a Preventative Strategy and review partnership arrangements for vulnerable children and their families
	28	Produce and implement a workforce development strategy for integrated children's services
	29	Implement a joint ICT strategy
INTEGRATED GOVERNANCE	30	Consolidate and confirm governance arrangements for the Children's Trust
MAKING BEST USE OF OUR RESOURCES	31	Gain a better understanding of the level and pattern of investment in children's services across the city, and develop sustainability strategies to allow for the mainstreaming of successful time limited programmes
	32	Develop a more coherent approach to service commissioning in those areas where the achievement of good outcomes for children is likely to be dependent on two or more organisations

As part of the review of the plan, the 32 priorities in the CYPP 2006-09 have been reviewed and rationalised to form 10 priorities accompanied by a set of strategic statements that can be found in the CYPP 2007-09.

## 2 Delivering our priorities

There are 209 actions in the CYPP 2006-09. Over the year actions in the Plan have been monitored on a quarterly basis. Exception reports have been produced, reporting on actions due and not complete. Over the same period, outcome measures have been monitored and reported on from a central point.

The rest of this section sets out the progress made against each priority during 2006-07. It includes:

- **Progress** summary for each Outcome and, for each Priority
  - **Our achievements** over the last 12 months
  - The **impact** we have made on children and young people
  - **What we still need to do:** outstanding actions from the CYPP 2006-9

### 2.1 BEING HEALTHY

#### Progress so far

The 2007 Joint Area Review Report states:

“Health outcomes for children and young people are variable and reflect the level of deprivation in the city. The impact of all local services in securing the health of children and young people is good.

Children and young people are generally healthy.

The number of mothers who breastfeed their babies is increasing markedly from a low base and is now just below national averages. The percentage of babies with a low birth weight is in line with similar areas. Immunisation rates are high and increasing.

The conception rate amongst 15 to 17 year olds is higher than the national average but is decreasing at a faster rate than elsewhere in the region and throughout England. The level of chlamydia diagnoses in 16 to 19 year olds is significantly higher than the average in England but diagnoses for under 16s are in line with the national average. The health of looked after children is very good.

Admissions to residential establishments for children and young people with learning and/or physical disabilities have reduced with increasingly good quality services provided in the community and in the home.

Communication in relation to contact with health agencies for minority ethnic communities needs to be improved.”

#### Priority 1:

All children and young people to have access to age-appropriate health services that are responsive to their specific needs

#### Lead officer:

Health Improvement Children’s Lead, Sunderland Teaching Primary Care Trust

#### Linked partnership:

Children’s Health Strategic Partnership Group

#### Our achievements

- Two primary care centres have opened
- The Dietetics service has been reviewed, in order to effectively support children and young people identified as “overweight” or “obese”. A community dietician is now in post

## 2 Delivering our priorities

- The Bump to Baby Plus (B2b+) Service provides dedicated support for teenage parents and was awarded “Best Achievement in Children’s Services” in the 2006 Local Government Chronicle Awards
- A “Healthy schools development coordinator of risk taking behaviour” has been appointed
- The Exeter Health Related Behaviour Survey was undertaken with ten secondary schools, and their feeder primary schools
- A joint review of therapy services (including occupational, speech and language, physio) has led to a number of changes in models of service delivery and pathways of care
- The School Nursing Service has increased its capacity
- The National Healthy Schools target for 2006-07 was met. Sunderland’s progress was rated as ‘green’ by the National Healthy Schools Team

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Schools participating in and achieving Healthy schools status Baseline 79% engaged in programme = 118 schools  (New measure introduced Jan 2007: All schools are participating in the National Healthy Schools Programme by 2009 and that 75% of schools will have achieved National Healthy Schools status)	79% with 10% achieving	88% with 2% achieving (change in criteria)

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Ensure Primary Health Care settings minimise the amount of time children and young people spend away from school, and take into account the particular needs of disabled children and young people who find it hard to wait before being seen	National Service Framework Implementation Plan
Put protocols in place between agencies to co-ordinate appointments and reduce repeated visits to services ensuring improved access for children	National Service Framework Implementation Plan

### Priority 2:

Reduce mortality rates in children aged 1 year or less

#### Lead officer:

Health Improvement Children’s Lead, STPCT

#### Linked partnership:

Children’s Health Strategic Partnership Group

#### Our achievements

- The Child Health Promotion Programme is being delivered to all children, young people and their families. An annual review has been undertaken by the Child Health Steering Group

#### What impact has been made

Fewer children are dying in their first year. Fewer mothers are smoking during pregnancy. More mothers are breastfeeding their children.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
To reduce the gap in mortality between routine and manual groups and the population as a whole by at least 10% by 2010 (measured in deaths under 1 year per 1000 live and still births)	6.5 (2002 –4 pooled)	5.2 (2003-5 pooled. Gap reducing)
To reduce smoking in pregnancy to 15% by 2010	29% (2004/05) (1.2% year on year reduction)	27% in 2005/06 (reduction of 2%)
To increase breastfeeding initiation rates by two percentage points each year until 2010 and to improve the duration distribution	37.2% (2004/05) (2% increase)	40% in 2005/06 (increase of 2.8%)

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
To ensure delivery is built around the needs of the most vulnerable, a focus will be given on preventative and early intervention programmes, in order to address issues such as these	National Service Framework Implementation Plan
Deliver the Child Health Promoting Programme to all children, young people and their families, which is regularly reviewed in line with new evidence and in response to new health concerns, by March 2009	National Service Framework Implementation Plan

### Priority 3:

Improve mental health and emotional well being of children and young people and increase access to CAMHS

#### Lead officer:

Health Improvement Children's Lead, STPCT

#### Linked partnership:

CAMHS

#### Our achievements

- Community CAMHS has consulted with, and provided training on brief solution focused therapy, cognitive behavioural therapy and the Incredible Years Programme to universal service providers
- Access to CAMHS has improved through a single referral pathway, a telephone consultation service, drop in services and directly accessed counselling support
- The capacity to support early years and vulnerable groups within community CAMHS has increased, with the creation of four new posts
- Urgent 24-hour arrangements are in place

#### What impact has been made

Access to child and adolescent mental health services has improved, representing an increase in earlier intervention and prevention services, with over 35% of all new cases being seen by CAMHS.

## 2 Delivering our priorities

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Establish a database of information on service users and use of services in order to assess outcomes	CAMHS Strategy
Establish and implement an inter-agency workforce development plan	CAMHS Strategy
Extend the complex case forum to 16 to 18 year olds and learning disabled children	Children's Services, Safeguarding Plan

### Priority 4:

Improve sexual health and reduce teenage pregnancy

#### Lead officer:

Sexual Health/ Teenage Pregnancy Lead, STPCT

#### Linked partnership:

Sexual Health

#### Our achievements

- The Sex Education Road Show has been re-designed with the involvement of young people covering risk taking behaviour, sexual health, mental health, peer pressure and bullying
- Condom Card Scheme currently delivered in 48 outlets across the city
- The Healthy Schools Programme through schools have implemented a sex and relationship policy and programme of work
- Targeted sex and relationship education programmes are in place including: Boys and young peoples programme (Washington) and Theatre in Education programme (Hetton)
- The number of contraceptive clinics has increased by two. Clinics run six days per week with free pregnancy testing, emergency contraception and condoms
- City Hospital has a 'walk in' service that provides sexual health screening and treatment
- All contraceptive clinics and GP practices offer free pregnancy testing and referral for counselling
- Media messages and campaigns have been delivered across the city. These include:
  - Display boards in Metro stations advertising local services
  - Promotion of local sexual health website developed and updated by young people [www.justshowt.com](http://www.justshowt.com)
  - A range of leaflets and posters distributed across the city regarding sexual health and accessing local services
  - Advertising in local young people's magazines over the year

#### What impact has been made

The National Healthy Schools target for 2006-07 was met. There has been increased reporting of STIs as a result of increased screening. Despite a reduction in teenage conceptions in 2004 by over 10%, the figures for 2005 have increased by 3.7%.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Reduce the Sunderland under 18 conception rate by 55% (measured in birth rate per 1000 females) Baseline: 62.8 (2003)	62.8(2003) 51.7(2004)	55.4(2005)
Diagnostic rate of new episodes of STIs among under 16 and 16 to 19 year olds Baseline: 75 and 1246 (2004)	82 and 1316 (2005)	

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Seek funding for short term funded posts including manager of The Place and young fathers worker within B2b+	Teenage Pregnancy Action Plan
Work with the remaining 32 schools who are working towards achieving healthy school status. Encourage recruitment from the remaining schools to the programme (15 primary, 1 secondary, 1 special)	Teenage Pregnancy Action Plan
Develop targeted Sex and Relationship Education programmes for young people for all settings by March 2009	Teenage Pregnancy Action Plan
Develop programmes/ interventions to support city of Sunderland College based on needs identified by the Exeter Health Related Behaviour Survey by March 2009	CYPP 07-09
Improve accessibility to sexual health and contraceptive services for young people in designated areas by March 2009	CYPP 07-09
Provide targeted support for teenage parents to prevent subsequent unintended pregnancies by March 2009	Teenage pregnancy strategy
Ensure all young people have access to contraception and sexual health services, which are appropriate to their needs in statutory and non-statutory settings by March 2009	CYPP 07-09
Ensure all young people have access to free pregnancy testing and counselling and speedy referral to NHS funded abortion or maternity services by March 2009	CYPP 07-09
Ensure all schools have developed and implemented a sex and relationship policy and programme of work, in order to fulfil National Healthy Schools Programme requirements by March 2009	CYPP 07-09

### Priority 5:

Reduce incidence of obesity

#### Lead officer:

Health Improvement Children's Lead, STPCT

#### Linked partnership:

Children's Health Strategic Partnership Group

## 2 Delivering our priorities

### Our achievements

- A dietician has been employed to support schools
- A database has been developed to hold BMI data for school children
- Staff training requirements have been audited and a training package developed, which is now being delivered
- Obesity management guidelines operational
- New nutritional standards for school meals implemented

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Halt the year on year rise in obesity among children under 11 by 2010 baseline 29% (2005/06)	29% of Year 0 overweight and obese > 85th centile  13% of Reception obese (BMI > 95 centile (2005/06)	Year 0 / Year 6 national childhood measure data available from Sept 07

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Purchase software to support the nutrition and obesity referral pathways	Sunderland obesity strategy
Ensure that by 2009 all schools have developed and implemented a whole school food policy, as well as implementing the food in schools toolkit, in order to fulfill National Healthy Schools Programme requirements	CYPP 2007-09

### Priority 6:

Increase sport and physical activity amongst children and young people aged 5 to 19

### Lead officer:

Assistant Head of Service (Sport and Leisure), Community and Cultural Services (CCS)

### Linked partnership:

School Sport Partnership

### Our achievements

- School Sport partners are strategically managed as one, including three specialist sports colleges, Children's Services (CS) and Community and Cultural Services (CCS), and have had a positive impact on the time dedicated to physical activity
- The number of Sunderland children and young people attending courses at Derwent Hill Outdoor Education Centre increased from 3084 in 2004/5 to 3810 in 2005/6 and 3883 in 2006/7

## 2 Delivering our priorities

### What impact has been made

The PESSCL survey in 2006 shows 86% of pupils received 2 hours of quality PE every week. This is above the national target. The most recent PESSCL survey shows an increase to 93%.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Annual increase in all PESSCL survey results Baseline: Unknown		93%
By 2008, 90% of 5 to 16 year olds participating in a minimum of 2 hours each week on PE and school sport, within and outside of school	77%	86%
All schools to be part of the School Sports Partnership by 2008	100%	100%

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Ensure that by 2009 all schools have developed and implemented a physical activity policy and are providing 2 hours of physical activity per week, in order to fulfill National Healthy Schools Programme requirements	CYPP 2007-09

### Priority 7:

Reduce substance misuse by children and young people

#### Lead officer:

Young People's Substance Misuse Strategy Manager

#### Linked partnership:

Young People's Substance Misuse Lead

#### Our achievements

- "Burn Out", the Smoking Cessation Service is continuing to develop
- A young people's alcohol prevention project called "Dare To Differ" has been set up to work with targeted young people in identified 'hotspot' areas of the city
- Positive Futures has managed to roll out its Positive Active Learning Support (PALS) Programme to the four BIP primary cluster areas for young people in year 5 and year 6 at risk of truancy, offending or potential offending behaviour, risk of social or educational exclusion, risk of substance misuse/using parents, lacking in confidence
- As part of Positive Futures initiative, funding from the Football Foundation (£10,000) has been secured in partnership with SAFC Foundation, to run the Football Friday programme, which targets underage drinking and anti social behaviour issues on a Friday evening along the sea front. The Football Friday sessions are attracting 100 young people per week
- A new post has been developed which will support the work of Healthy Schools in particular policy review and development and establishing quality standards for drug and alcohol education in schools
- 50% of schools have developed and implemented a substance misuse policy
- Schools and Children's Services settings are smoke free

## 2 Delivering our priorities

### What impact has been made

During the Football Friday sessions, a 37% reduction in juvenile incidents has been reported. 220 young people accessed YDAP's treatment service, with 99 completing

However, the Exeter Health Survey carried out in Autumn 2006 indicates a higher percentage of young people are smoking, consuming alcohol and taking drugs. The validity of this data has been questioned on a number of fronts and our plans for 2007/08 include the establishment of a more robust baseline and target setting process.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
By 2009, reduce the number of respondents in the Exeter Health Related Behaviour Survey who report that they:		
– “have smoked in the week prior to the survey” (Baseline 14%)	12%	14%
– have “consumed alcohol in the week prior to the survey” (Baseline: 34%)	30%	34%
– “have ever taken drugs” (Baseline: 19%)	16%	19%
Numbers of young people under 18 entering, receiving and completing (treatment) the Young Persons Drug Project- 50% increase by 2007/08 compared with 2003/04 2004/05 baseline: 88	112	85

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
As part of Positive Futures initiative, £140,000 has been secured from NRF (January 2007-March 2008) to initiate a citywide youth engagement project. The project is aimed at targeting crime hotspots and reducing the fear of crime in the city, by tackling underage drinking and youth disorder. A ‘Targeted Youth Engagement Coordinator’ is to be appointed in 2007	CYPP 2007-09 RESPECT Action Plan
Establish the “Dare To Differ” alcohol prevention project in ‘hotspot’ areas of the city	CYPP 2007-09
PESSCL in place and arrangements prepared for monitoring young people’s attitudes, behaviour and actions relating to risk taking behaviour, to bring about a reduction in risk taking behaviour (2009)	CYPP 2006-078
Ensure all schools have developed and implemented a substance misuse policy and programme of work, in order to fulfil National Healthy School Programme requirements. (2009)	CYPP 2007-09
Extend specialist youth smoking cessation service into all Children’s Centres by 2008	Early Years and Childcare Plan

## 2 Delivering our priorities

### 2.2 STAYING SAFE

#### Progress so far

The 2007 Joint Area Review Report states:

“Outcomes for children are adequate and that the work of all local services in keeping children and young people safe is adequate. There are good universal services.

Children and young people appear to be generally safe. Most children reported feeling safe in many areas of Sunderland but they have concerns about safety in some areas of the city. The rate of serious road accidents involving children has reduced, but remains above the national average.

Levels of reported domestic violence are decreasing but remain high. There has been a significant reduction in numbers of children on the child protection register. This fall in numbers is significantly better than the national average. All children on the child protection register have an allocated qualified social worker and most are reviewed within timescales. Workload management systems need to be more effective. The quality assurance of files and casework needs to be improved.”

#### Priority 8:

Reduce incidence of harm to children and young people and unborn babies from domestic violence, parental mental ill-health and parental substance misuse

#### Lead officer:

Head of Safeguarding, Children's Services

#### Linked partnership:

Local Safeguarding Children's Board

#### Our achievements:

- Domestic violence packs for children and young people are accessible through schools
- A Criminal Record Bureau surveillance visit to the Council in July 2006 resulted in a positive report
- Effective MAPPAs and non-MAPPAs arrangements are in place for managing risk posed by sex offenders
- The LSCB has published its updated procedure manual
- The hidden harm network is in place and priorities set to address harm caused by parental drug misuse
- A multi-agency screening tool for adult mental health has been developed
- A wide range of courses and support opportunities for parents are available, specifically for young parents ie. Play with a Purpose course, one-to-one support in the home, sexual health advice, Y-Not? Project, young mums unit (education), Connect programmes
- A specialist health visitor has been employed to help young parents address issues such as child development, behaviour problems, smoking cessation, breast feeding, emotional attachment, antenatal support
- There is a dedicated young fathers worker

#### What impact has been made

A baseline for the percentage of children on the child protection register affected by parental mental ill-health has been set at 52%. The incidence of domestic violence remains high but is reducing. The incidence of parental substance misuse in cases of children on the child protection register has halved.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Incidence of domestic violence reported to Police where children are part of the family Baseline: 40%	40%	39%
Percentage of children on the register affected by 1. Parental mental ill health: no baseline 2. Domestic violence: baseline 60% 3. Parental substance misuse: baseline 63% 4. Alcohol: no baseline	56% 60%	52% 57% 32%* 46%

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Further reduce incidence of domestic violence and parental substance misuse	CYPP 2007-09
Establish protocols of good practice between adult and children's services to support families experiencing mental ill-health	CYPP 2007-09

### Priority 9:

Reduce number of road and traffic accidents involving children and young people

#### Lead officer:

Principal Engineer, Traffic

#### Linked partnership:

Sunderland Accident Prevention Working Group

#### Our achievements

- Programmes aimed at reducing the number of RTAs include Child Pedestrian Training Programme; Stepping Out book; Safer Routes to School Programme and; Walk Wise Programme
- Schools are involved in the Safer Routes to School Programme and some schools have in place a School Travel Plan

#### What impact has been made

Road traffic accidents have increased since 2005 but remain lower than the baseline figure set in 2004.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Number of 0 to 15 year olds killed or seriously injured (KSI) in road accidents Baseline: Child Pedestrians KSI 2004 per 100,000 population Sunderland 25	21(2005)	24 (2006)
Percentage of schools engaged in pedestrian and cycle training. Baseline: 89% Cycle 46% Pedestrian	100% 46%	100% 62.5%
Child/parent road safety education: education /publicity campaigns to run throughout the year Baseline: 0	Minimum of 2	6
Percentage of schools engaged in the 'Safer Routes to School Programme'	24.5%	52%

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Further research into road traffic accidents	CYPP 2006-07
Engage more schools in the development of school travel plans, and the safer routes to school programme	CYPP 2006-07
Implement plan for improving road safety	CYPP 2006-07

### Priority 10:

Reduce number of racist incidents involving children and young people

#### Lead officer:

Head of Standards, Children's Services

#### Linked partnership:

Safer Sunderland Partnership

#### Our achievements

- "Show racism the red card" campaign
- The procedures around responding to and recording racist incidents in school have been reviewed
- A new system is in place to record racist incidents
- The Safer Sunderland Partnership has been monitoring the incidence of hate crime, and has set actions and targets to reduce this. (Hate crime includes race, religion, gender, sexual orientation and disability)

#### What impact has been made

The number of reported racist incidents continues to decrease.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Number of racist incidents reported and investigated in schools. Baseline: 2004-05 = 108	74	67
Number of 10 to 19 year olds reported to Police for attacking, threatening or being rude due to skin colour, race or religion Baseline: unknown	N/A	N/A

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
There no outstanding actions	

### Priority 11:

Reduce incidence of bullying involving children and young people

#### Lead officer:

Head of Safeguarding, Children's Services

#### Linked partnership:

Local Children's Safeguarding Board

#### Our achievements

- 27 schools have signed up to work towards achieving the Sunderland Young People's Anti-Bullying Charter Mark, which promotes the use of buddying systems. Thornhill Secondary School has already achieved "Gold" status and has also achieved the Diana Princess of Wales Anti-Bullying Award for 3 years in succession
- Restorative justice intervention is used to support children who are the victims of bullying
- Tackle It, part of the Wear Kids programme, was awarded overall winner of the Preventative Work Award at The Children and Young People's Services Awards 2006 – 07
- On Track, a YOS programme funded by the Children's Fund, has helped a young person design a pack of anti-bullying cards called "The Fire Within". The young person came second in the regional Karl Peart Award for anti-bullying
- The Anti-Bullying Service of Impact, funded by Children's Fund, has consulted with children, young people and schools and from this has developed a package of training programmes, which will be piloted in schools and community locations in 2007-08

#### What impact has been made

2000 children in primary schools have taken part in the "Tackle It" programme, which has seen 70% improved awareness on bullying, friendship and self-esteem.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Percentage of children and young people who state they have been bullied in the last 12 months. Baseline: unknown	N/A	22%

## 2 Delivering our priorities

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Establish a citywide multi-agency anti bullying strategy and action plan	CYPP 2007-09
Implement a system to collate information on incidence of bullying from all children's homes	Children's Services Safeguarding Plan
By March 2009 all schools to have developed and implemented an anti-bullying policy which fulfils the quality requirements of the National Healthy Schools Programme requirements	CYPP 2007-09

### Priority 12:

Reduce incidence of bullying involving children and young people

#### Lead officer:

Children Looked After Strategy Implementation Manager, Children's Services

#### Linked partnership:

MALAP

#### Our achievements

- Wellesley Children's Home has now closed bringing about investment in family support, family placement and supported accommodation
- The Community Support Team has been successful in reducing the number of children becoming looked after, and supporting the families of those that are to return home
- The special guardianship order has been introduced
- The kinship care process has been implemented
- The Opening Minds to Children method of recruiting adopters has proven successful and will be continued in the future

#### What impact has been made

The number of children looked after has reduced and the percentage of those children in residential care has reduced. Performance in relation to placement stability is strong.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Number of children looked after Baseline 449 CLA at Nov 2005	427	418
Number of children adopted Baseline: 2004-2005 11.1% of looked after population, looked after for 6 months	11.6%	8.4%
Percentage placed for adoption Baseline: 17.8% of all looked after children under 10 years old	17.8%	11.4%

## 2 Delivering our priorities

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Work to reduce the number of children under 5 becoming looked after	Children's Services Safeguarding Plan
Plans are in place to further reduce the number of placements in children's homes by 5 with the closure of Avenue Vivian by (October 2007)	Children's Services Safeguarding Plan
Increase the rate of adoption of children looked after and reduce the overall time taken from becoming looked after to adoption or other appropriate permanent placement	Children's Services Safeguarding Plan

## 2 Delivering our priorities

### 2.3 ENJOYING AND ACHIEVING

#### Progress so far

The 2007 Joint Area Review Report states:

“Outcomes for children and young people are good. The impact of all local services in helping children and young people to enjoy their education and recreation and to achieve well is good.

Children are well prepared for and enjoy school. Educational standards are in line with those of similar authorities up to age 11, with significant progress made at ages 14 and 16. At age 14 improvements in English, mathematics and science are better than the national average.

GCSE results for those achieving 5+ good grades have shown a marked improvement and are now better than similar areas. The achievement of pupils from the Bangladeshi community has shown significant improvement and is now better than the national average.

Standards for looked after children are improving and at age 16 are higher than the national average, although still below those achieved by many other groups of children.

Children and young people with learning difficulties and/or disabilities generally make good progress in school.

Attendance has steadily improved and is in line with national figures and those of statistical neighbours.

Permanent exclusions are very low; fixed exclusions are declining and are below similar authorities and national figures. There were no looked after children permanently excluded in 2005/06.”

#### Priority 13:

All children to have access to appropriate early years services that help prepare them for school

#### Lead officer:

Early Years and Childcare Manager, Children’s Services

#### Linked partnership:

Early Years

#### Our achievements

- There are 11 children’s centres in the city
- A number of literacy focused schemes are offered in children’s centres and libraries, including: Bookstart; Talk Talk; Bookstart Plus; family language, literacy and numeracy (FLLN); and wider family learning schemes
- Continued work in partnership to increase support to early learning and schools; staff training; support to vulnerable groups such as teenage parents and children with special educational needs

#### What impact has been made

Early years foundation stage standards are rising. 95% of parents using Sure Start were satisfied with the service. 58% of parents thought that Sure Start had made a difference to their child’s life. The gender gap in personal, social and emotional development, and communication, language and literacy is narrowing.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Increase value added in nursery baselines in <ul style="list-style-type: none"> <li>• Speaking and listening</li> <li>• Writing</li> </ul>	2.5 2.6.	3.5 4.0
The percentage of settings achieving an average total score of below 78 in Foundation Stage Profile (FSP).	2.5 points reduction	1.7 pts(PSE) 2.7 pts(CLL)
The gap in FSP scores in Dispositions and Attitudes in PSE for all settings	5% reduction	6% point difference

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Improve access to early education and childcare for vulnerable groups by March 2008	Early Years and Childcare Team Plan

### Priority 14:

Reduce school absence

#### Lead officer:

Head of Standards, Children's Services

#### Linked partnership:

Improving school attendance strategy group

#### Our achievements

- A major strategy in place to improve attendance in schools that incorporates all functions and activities designed to reduce absence
- Every Schoolday Counts is held as a national model of good practice
- BEST has worked to reduce exclusions through positive engagement of pupils
- A teenage pregnancy care pathway has been utilised to ensure pregnant young women have immediate and effective support through their pregnancy

#### What impact has been made

The number of persistent absentees has reduced by 25%. However, absence levels across primary schools have risen slightly. Levels of absence in secondary schools have not improved and remain the same as previous year.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Levels of schools absence <ul style="list-style-type: none"> <li>• Primary</li> <li>• Secondary</li> <li>• LEA</li> </ul>	(2005 5.4 8.4 6.9	(2006) 6.1 8.4 7.2

## 2 Delivering our priorities

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
There no outstanding actions	

### Priority 15:

Raise academic achievement of all children and young people

#### Lead officer:

Chief Inspector of Schools, Children's Services

#### Linked partnership:

Children's Trust

#### Our achievements

- 100% of schools met the 2006 GCSE government floor target of 25% 5+A\*-C
- The Pupils First programme has had an impact on the performance of schools that had been identified as facing challenging circumstances
- ISP programme has provided intensive support to schools identified as at risk of poor performance of attainment
- Academy steering group established. Vision statements have been produced for all schools in the programme (those schools under-performing)
- A new team is in place to specifically target and support vulnerable children at risk of poor educational attainment, particularly CLA and boys

#### What impact has been made

The gap between boys and girls achievement is narrowing. There are improved rates of attainment at Key Stages 3 and 4, where we are now just below the national average. KS2 English results have been identified as an area for improvement and a number of strategies are in place.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
<b>Key stage 2</b>	<b>(2005)</b>	<b>(2006)</b>
English (Baseline: 78)	78	75
Maths (Baseline: 73)	73	74
<b>Key stage 3</b>		
English (baseline 69)	69	71
Maths (baseline 70)	70	74
Science (baseline 65)	65	69
ICT (baseline 75)	72	73
<b>Key stage 4</b>		
5 or more A*-C (baseline 51.4)	51	55
5 or more A*-C inc. maths and English (baseline: )	35	34
APS uncapped	347	361

## 2 Delivering our priorities

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Address underperformance of boys and children looked after	CYPP 2007-09

### Priority 16:

Improve access to play and leisure opportunities for all children and young people

#### Lead officer:

Assistant Head of Service (Sport and Leisure), Community and Cultural Services

#### Linked partnership:

County Sports Partnership and Community Sports Network

#### Our achievements

- Programmes in place include: Artsmark; Sportsmark; Healthy Schools; 17 schools have achieved the QISS award (quality in study support); Out of school hours study support: Sports Federation offers extensive programmes in a wide range of sports and games; summer school programmes in all secondary, special schools, the PRU and leisure centres; Sunderland's first summer programme for CLA; voluntary sector provided activity programme funded through BLF and Extended Services
- Play Together (Children's Fund Programme) builds capacity of locally based organisations
- 18 developments have been completed or nearing completion
- Consultation with young people is at the heart of service developments.
- In 2005/2006 there have been six neighbourhood based young people's groups established, as a mechanism for research and development
- Two young people's groups in the city have submitted Barclays Spaces for Sport applications. These applications have both been successful, totalling £100,000 in external investment. Young people have also applied for Youth Opportunities Funding and SIB
- The Community Sports Network was launched in June 2006. The website went live in July. Young people represented Sport and Leisure at the city's Beacon event in March 2007
- The range of accredited courses is increasing through working with Adult and Community Learning

#### What impact has been made

The number of secondary schools achieving the Sports Mark award has reduced as a result of a change to accreditation criteria.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Schools achieving Sports College status	3	3
Active Mark schools	30	36
Sports Mark schools	15	3
Percentage of the 13 to 19 year age group contacted and reached by youth service - 50% (Actual)	25% (Target)	Not available until end of May 2007
Percentage of 13 to 19 years participating in youth work - 18% (Actual)	15% (Target)	
Percentage of the participants who gain a recorded personal outcome - 69% (Actual)	60% (Target)	
Percentage of the participants who gain an accredited outcome - 43% (Actual)	30% (Target)	
Percentage of young people with maximum 1km access to high quality local free play provision.	10%	15%
New or refurbished local area sites across the city. Baseline: 0	6	6

## 2 Delivering our priorities

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Two wheeled sports facilities are being developed at Fulwell and Houghton. Funding is in place for the Fulwell project and it is anticipated the facility will open in May 2007	Community and Cultural Services Plan Community and Cultural Services Plan
The Hudson Road facility will be developed with specific reference to young people with learning, balance and coordination difficulties	Community and Cultural Services Plan
The strategic approach towards Planning Policy in the city has improved, with regard to engaging young people. Resistance is still met from some developers, so continued pressure needs to be applied at master planning stage	Community and Cultural Services Plan
Continue work between CCS and Extended Services and the voluntary and community sector to support schools to provide a varied menu of out of school hours activities (by 2008)	Community and Cultural Services Plan
Deliver a phased improvement programme reaching over 25 sites, which recognizes a clear hierarchy of free inclusive provision citywide for all young people up to 19 years by March 2009	Community and Cultural Services Plan
Work with key partners to ensure that a number of flagship sites exist to serve communities of interest and offer extended play value to differing ages. Specifically this will include the needs of young people with specialist disability requirements by March 2009	Community and Cultural Services Plan
Develop Supplementary Planning Guidance for Play to support greater flexibility from developer contributions to reach all young people by March 2009	Community and Cultural Services Plan
Implement Leisure Facilities Plan by March 2009	Community and Cultural Services Plan
Develop systems to track and monitor target groups by March 2008	Community and Cultural Services Plan
Work with Secondary Schools through the Extended Schools Remodelling Programme to support them to meet the target of being open between 8am and 6pm all year round, delivering a varied menu of out of school hours activities by March 2008	Community and Cultural Services Plan

## 2 Delivering our priorities

### 2.4 MAKING A POSITIVE CONTRIBUTION

#### Progress so far

The 2007 Joint Area Review Report states:

“The impact of all local services in helping children and young people to contribute to society is good.

Some aspects of the work are outstanding, but some black and minority ethnic children and young people say they experience high levels of racism.

Children and young people have a wide range of opportunities to make decisions that affect their lives and make a contribution to their communities. Many services routinely and systematically engage children and young people in key decisions affecting their lives.

The number of entrants to the youth justice system and the rate of re-offending are higher than for similar areas. However, figures are falling; for re-offenders there has been a reduction in the seriousness and frequency of offending; the rate of offending for looked after children is decreasing and is now below the national average of 3%.

There needs to be more opportunities for parents and carers of children and young people with learning difficulties and/or physical disabilities to contribute their views about services.

Action is needed to tackle racism so that young people from black and ethnic minorities (BME) can feel safe in the city.”

#### Priority 17:

Increase the engagement of children and young people in the planning and delivery of services

#### Lead officer:

Youth Strategy Officer, Children’s Services

#### Linked partnership:

Children’s Trust

#### Our achievements

- There are 5 citywide ECM thematic groups and 5 area youth forums, with another one in Hendon being established
- Exceptional work of the Sunderland Youth Parliament has supported and enabled young people to drive and sustain change
- Hear By Right promotes and enables young people’s representation in local democracy and decision-making and supports the building of capacity for children and young people to contribute to shaping services
- Key groups work with Sunderland Youth Parliament including: 4UM, Connexions Youth Engagement Group, City Equals, and Young Asian Voices, Learning is Fun, YEAH, young carers group, youth integration project
- More children looked after are involved in their reviews
- All 18 SVSYF projects are involved in the e-voting scheme to collate the views of young people. Views have been ascertained on sexual health and teenage pregnancy, drugs and alcohol
- Young people are now represented on the Children’s Trust, Children’s Services Leadership Team, Inclusive Communities Partnership and the Young People Anti Social Behaviour Sub Group

## 2 Delivering our priorities

### What impact has been made

The numbers of children and young people linked to the Youth Participation Network and Sunderland Youth Parliament has increased. The involvement of young people from BME background and disabled young people has increased.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Number of young people involved in the Youth Participation Network Baseline: 80	160	458
Number of young people involved in Youth Parliament Baseline: 18	18	23
Number of young people more broadly involved in feeding into the Youth Parliament Baseline: 0, framework to be established 2006-2007	70 (Sunderland Youth Parliament State of City Debate)	55 (Sunderland Youth Parliament State of City Debate) 94 (were at all events)
Number of young people from ethnic minority groups involved in the Youth Participation Network. Baseline: 8	27	62
Number of disabled young people involved in the Youth Participation Network Baseline: 12	30	90
Number of Children Looked After involved in the Youth Participation Network Baseline: unknown	Set baseline	25
Number of young Carers involved in the Youth Participation Network Baseline: unknown	Set baseline	50
No of young people voting Baseline: 2476	7,596	No vote in 2007-check

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
No actions are outstanding	

### Priority 18:

Reduce offending and re-offending by all children and young people

### Lead officer:

Youth Offending Service Manager, Children's Services

### Linked partnership:

Youth Offending

## 2 Delivering our priorities

### Our achievements

- Tackle It (a partnership between the YOS and SAFC Foundation) has been recognised with a prestigious Community Care Award in safeguarding children category
- Over 2000 children and young people have been engaged with YOS preventative services, including YIP, YISP, YIP Intensive services, mentoring, On Track, Tackle It
- Positive Futures has been extended into two regeneration areas; Washington North and Sunderland North (Southwick)
- A specialist restorative justice initiative has been set up in 2006 in a local secondary school aimed at addressing local issues in the area of racially motivated youth offending. The scheme has held a number of successful conferences involving members of the local community and promoting community cohesion in the area
- The use of 'mosquitos' – a device that emits a repellent high-pitched sound that only young ears can detect and which can be used for crowd dispersal - was researched in children's services. Feedback from young people was unanimous that they should not be used. Northumbria Police do not support their use and health and safety issues remain unknown. The Council executive managers concluded, therefore, that the use of these devices would not be supported

### What impact has been made

Whilst the levels of activity have not prevented an increase in the number of first time entrants to the Youth Justice System, the rate of re-offending amongst young people has reduced considerably.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Number of first time entrants to the Youth Justice System. Baseline: Not established. System for setting baseline to be confirmed (March 2007 figures are provisional at this stage as our submission on these figures is not due until 30th April 2007)	20.7% reduction	12.4% increase
Rate of offending by children and young people aged 10 to 17 years Baseline: A 2% reduction was achieved at end of 2004 (March 2007 figures are provisional at this stage as our submission on these figures is not due until 30th April 2007)	5% reduction	8.5% reduction

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
As a Respect Action Area, Sunderland has recently attracted £560,000 over four years to prevent young people becoming involved in anti-social behaviour	RESPECT Action Plan
Evaluate the impact of Operation Gryphon, a citywide partnership initiative with Sunderland police force, that identifies young people at an early stage and prior to offending, to divert them away from crime	Safer Sunderland Strategy
Through the Targeted Youth Engagement Programme, Positive Futures will be extended citywide	RESPECT Action Plan

## 2 Delivering our priorities

### Priority 19:

Reduce offending and re-offending by children looked after

#### Lead officer:

Youth Offending Service Manager, Children's Services

#### Linked partnership:

Youth Offending

#### Our achievements

- A Restorative Justice Panel, a collaboration between key agencies is described as an exemplar of corporate parenting and supports the work of agencies in reducing offending in targeted risk groups

#### What impact has been made

The rate of offending has levelled out over the last 2 years but still remains comparatively high.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Proportion of children and young people continuously looked after offending Baseline: 2.6 times the number of CLA offending compared to the general population	2.7	2.8 (December 2006)

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Improve rate of offending of CLA	CYPP 2007-09
Robust analysis of persistent offending	Children's Services Safeguarding Plan

## 2 Delivering our priorities

### 2.5 ACHIEVING ECONOMIC WELL BEING

#### Progress so far

The 2007 Joint Area Review Report states:

“The impact of all local services in helping children and young people achieve economic well-being is good. Outcomes are good.

Rates of participation in further education and training at age 16 have increased significantly and are broadly in line with national average. Success at A level is very good, with an average points score well in excess of national averages. Overall success rates for all work-based learners have improved significantly and are now just above the national average. Most young people have access to decent and affordable housing. The numbers of young people having to use bed and breakfast accommodation, and average length of stay, is less than the national average.”

#### Priority 20:

Support disabled young people to achieve economic well-being

#### Lead officer:

Strategic Manager, Services for Disabled Children, Children’s Services

#### Linked partnership:

Disabled Children and Young People and those with complex health needs

#### Our achievements

- Connexions has a dedicated team of PAs to deliver impartial information, advice and guidance to young people with a LDD
- Services for Disabled Children is working with Go Direct which supports people to employ personal assistants
- A baseline report has been produced concerning the availability of work placements for disabled young people
- The Council has signed up to the Every Disabled Child Matters charter and is committed to actioning the charter

#### What impact has been made

The uptake in direct payments continues to increase.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Percentage of disabled young people in Education, Employment or Training (EET) Baseline: unknown	68.9%	72.8%
Number of disabled young people accessing Teenagers To Work scheme. Sept 2005 baseline: 2	2	2
Percentage of employers on database able to provide work placements for disabled young people Baseline: 13.5%	13.5%	N/A
Number of disabled young people or their carers accessing direct payments. Baseline: 17	17	48

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
No actions are outstanding	

### Priority 21:

Increase the number of young people in Education, Employment and Training

#### Lead officer:

Head of Positive Contribution and Economic Well-being, Children's Services

#### Linked partnership:

Connexions

#### Our achievements

- The proportion of young people who are in education, employment and/or training, at 16, is very good and significant
- Young people from minority ethnic groups are well represented in EET
- Success rates for work based learners have shown significant improvement
- Success at A Level is well in excess of national averages

#### What impact has been made

Overall, more young people are entering education, employment or training (EET). Some vulnerable groups of young people are better represented. The percentage of young people from BME groups in EET has declined.

## 2 Delivering our priorities

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Percentage of young people at 16 in EET.	85.8%	88.3%
Percentage of young people at 17 in EET. Baseline 68.4%	82.9%	85.6%
Percentage of 19 year old care leavers in EET	41.7%	50.0%
Percentage young people in Super Output Areas with highest deprivation		Baseline to be set
Percentage young offenders in EET	90.3%	85.8%
Percentage disabled young people in EET (16 to 19 year olds with LDD)	68.9%	72.8%
Percentage children looked after in EET at 16	69%	67%
Percentage children looked after/in care in EET (16 to 19 year olds)		92.9%
Percentage BME young people in EET	83.1%	75.3%
Percentage young carers in EET	N/A	N/A
Number of young people ending interventions in the period	N/A	643
Number not in full time EET	N/A	91
Number in full time EET	N/A	552
Percentage in full time EET	N/A	85.8%

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Increase number of young people on apprenticeship with the Council	14-19 Action Plan
Improve transition arrangements for CLA in year 11 so that they do not become NEET	14-19 Action Plan

### Priority 22:

Increase the range and quality of living accommodation available for young people

#### Lead officer:

Housing Strategy Manager, Regeneration and Development

#### Linked partnership:

Strategic Housing Partnership

#### Our achievements

- Projects in place include
- Keys Project supports young people who present themselves as homeless
- Intensive Family Support Project supports those families that are at risk of losing their tenancy due to anti-social behaviour
- There has been an increase in the range of provision for vulnerable young people, increase in trainer flats from 10 to 14 and the opening of a six bedded unit to support young people leaving care
- There has been successful commissioning of a 15-bed access hostel due to open in 2008
- A recent needs assessment of a small but growing BME community has taken place and this will be used to plan for the needs of this community

## 2 Delivering our priorities

### What impact has been made

Homelessness amongst 16 to 17 year olds has decreased. The length of time families stay in bed and breakfast accommodation has reduced. Fewer care leavers are in suitable accommodation than last year. The number of supported lodgings has remained the same.

MEASURABLE OUTCOMES	Actual	
	Mar 06	Mar 07
Percentage of care leavers placed in suitable accommodation	95%	79%
Number of supported housing places available for teenage parents Baseline: 8 units	8	8

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Increase range of accommodation available to young people	CYPP 2007-09

## 3 Transforming Children's Services

The 2007 Joint Area Review Report states:

"The management of services for children and young people is generally good. The capacity to improve further is good.

The Children and Young People's Plan contains clear and challenging ambitions with associated targets. However, target-setting is only adequate, with some targets missing and a few insufficiently challenging or unrealistic. The plans are based on extensive analysis of needs and excellent consultation with children and young people, including vulnerable groups. Clear, robust priorities, shared and understood by middle managers and frontline staff, are set out in the Plan. There are sound strategies to deliver these priorities and detailed action plans. Children and young people are heavily involved in the design and evaluation of services. Multi-agency groups are very effective in identifying and collectively acting upon the needs of individual children and young people.

There is a well-established Children's Trust with appropriate representation. The links to the LSCB and to the Sunderland Partnership are good. There are good mechanisms to improve value for money in the council. Joint commissioning is adequate, but the council commissions extensive services from the voluntary sector well. There is a good approach to performance management which has yielded improved outcomes in some areas

The leadership of the partnership and within the council is good. The Director of Children's Services brings a very outcome-focused vision for children and young people, with a clear determination that improvements can and will be made. Overall the quality of management is good. The partners have agreed a sound workforce development strategy, which acknowledges shortages in some specialisms. Most outcome measures show improvement over recent years, some faster than the national rate. The track record on recent major projects is good."

### 3.1 INTEGRATED FRONT LINE DELIVERY

#### **Priority 23:**

Extend and improve the network of multi-disciplinary integrated service locations across the city (children's centres, extended schools, specialist services etc)

#### **Lead officers:**

Early Years and Childcare Manager (CS)  
Extended Schools Programme Manager (CS)  
CAMHS Strategy Manager (STPCT)  
Strategic Manager, Services for Disabled Children (CS)  
Young People' Substance Misuse Strategy Manager

#### **Linked partnership:**

Early Years  
Extended Services  
CAMHS  
Disabled Children  
Substance Misuse

#### **Children's Centres**

There are currently eleven Sunderland Children's Centres with a further 6 to be in place by March 2008 including 5 new centres on school sites. The centres are 'clustered' in 5 areas covering the whole of Sunderland. These clusters are mainly defined by the Council's regeneration areas apart from in Sunderland South, where three ARFs are covered by two clusters.

## 3 Transforming Children's Services

Children's Centres currently offer universally accessible services to children aged 0 to 5 and their parents/carers including childcare places and a range of family support services and related activities.

CAMHS has based some of its locality provision within the Children's centre cluster framework and social work services are currently looking to remodel locality based service delivery in a similar way.

### **Extended services through schools**

It is planned for all schools to extend their teaching function by ensuring pupil and family access to a range of additional services. There is no single model for schools' provision of services, which are increasingly based on assessed needs of local children, families and communities.

65% of schools (81% secondary, 63% primary and nursery) are offering access to the full core offer

Realignments in Children's Services have merged the Early Years and Extended Schools Programmes (plus school attendance) into a single team. This represents the closer working practices and processes between schools and children's centres – driven by both national guidance/legislation and by local partnership working – with children's centres poised to extend their accessibility to services for all children and young people aged 0-19.

### **Children with LDD**

Key health and social care services for disabled children (Social Work Team, Support Services, Specialist Health Visitor, Learning Disability Nursing Team) are now co-located in Gilpin House to provide a more joined up and community focussed service across the city.

Specialist Service Hubs for children with learning difficulties operate from school sites. These 'hubs' consist of multi-disciplinary teams of health, education support, and school staff providing school based and outreach support to children and families. Hubs are currently based in two primary specialist schools and two secondary mainstream schools:

- Sunningdale hub - profound learning difficulties
- Columbia Grange hub - autism
- Oxclose hub - physical and medical disabilities
- Sandhill View hub - sensory

### **Child and Adolescent Health Services (CAMHS)**

The CAMHS Community Teams operate from 3 school sites which are also designated children centre sites. They are Valley Road, Wessington and the Southwick (new) Primary schools. The teams are multi-disciplinary and have most recently integrated the Sunderland Children's Counselling Service into the service. The teams are structured around the children's centre clusters.

An audit of depression is underway against NIHCE guidelines.

Access to services has been improved through:

- Locality team based at Carley Hill
- Counselling service and drop in services at some schools
- 0-16 services contracted
- A maximum wait of 13 weeks is set into all service level agreements
- The development of a LD care pathway
- Set up of a protocol for children with anxiety difficulties

## 3 Transforming Children's Services

### Substance Misuse

The Youth Drug and Alcohol Project (YDAP) is a multidisciplinary team of treatment and prevention workers including health, YOS, education, social care and voluntary sector staff. The team is co-located in John St and offers a citywide service. YDAP and the issues around locality working are currently under review by the Joint Commissioning Group for Young People's Substance Misuse.

### Social Work Services

A project is developing to deliver social work services in a more integrated way through existing community resources currently located within children's centres and other local settings. Initial work is focussing around children's centres in Thorney Close and Washington

### Voluntary and community sector

A part time post, Voluntary and Community Sector Partnership Officer has been created. To begin in April 2007, the role will be to improve the engagement of the voluntary and community sector within Children's Trust arrangements and developments. The key priorities of the role are:

- Develop and support an infrastructure for services working with 0 to 12 year olds.
- Communication with the VCS and Children's Services, and the Children's Trust
- Commissioning

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
<b>Children's Centres</b>	
<ul style="list-style-type: none"> <li>• Deliver integrated services from 6 more designated Children's Centres by April 2008</li> <li>• Achieve higher levels of awareness of Children's Centres by March 2009</li> <li>• Enrol all Children's Centre Co-ordinators on the National Professional Qualification in Integrated Centre Leadership (NPQICL) within six months of appointment by April 2008</li> <li>• Ensure there is a minimum of one practitioner in all settings trained to agreed appropriate level in Birth to Five by August 2007</li> <li>• Ensure private and voluntary and community sector involvement in eleven first phase and six second phase Children's centres by March 2008</li> <li>• Of five local Partnerships, ensure parents form 20% of the membership, by March 2009</li> </ul>	Early Years and Childcare Team Plan
<b>Extended Schools</b>	
All Sunderland schools to ensure that pupils and families have access to core offer services by September 2008	Extended Schools Strategy 2005-2010
<b>CAMHS</b>	
Agree integrated multi-agency protocol pathways for specific areas of mental health need (eg self harm and depression) by March 2008	CAMHS Strategy
Improve access to services by March 2008 through: <ul style="list-style-type: none"> <li>• Availability at broader range of non-specialist settings</li> <li>• Direct access to services</li> <li>• The provision of emergency and 24 hour cover</li> <li>• Maximum of 13 week wait across all CAMHS</li> </ul>	CAMHS Strategy

# 3 Transforming Children’s Services

## 3.2 INTEGRATED PROCESSES

**Priority 24:**  
Further embed shared service improvement processes for Children’s Trust stakeholders

**Lead officer:**  
Head of Policy, Planning and Preparation for Inspection, Children’s Services

**Linked partnership:**  
Children’s Trust

**Our achievements**

- A stakeholder network is in place that identifies individuals that are engaged with developments of the Trust. Stakeholders have been involved in the development of the JAR, CYPP 07-09 and the Annual Report 06-07
- A Transforming Services for Children Plan is in place which is monitored by the Children’s Trust
- Progress in the CYPP is monitored and reported quarterly within a performance monitoring framework
- The Local Area Agreement includes key priorities and targets from the CYPP and is monitored by the Local Strategic Partnership
- Joint Performance Management Arrangements across the Trust now developed and embedded including regular reporting to CSLT, Children’s Trust Strategic Partnership and the Children’s Trust Board

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
No actions are outstanding	

**Priority 25:**  
Introduce the Common Assessment Framework and the role of Lead Professional across the city by April 2008

**Lead officer:**  
ISA Manager, Children’s Services

**Linked partnership:**  
Children’s Trust

**Our achievements**

- Information sharing, CAF and Lead Professional work is in development:
- Since January 2006, 211 have been trained to be CAF assessors. They work across eight agencies and cover a range of roles. Over 2,000 staff across agencies have received awareness training around CAF
  - The Extended Services Team in Children’s Services has incorporated CAF Awareness Training into their Change Programme, which will eventually cover all schools
  - 11 Groups have received “Early Implementer” training, resulting in practitioners using the CAF process
  - In July 2006, two CAF / LP pilot projects began in New Silksworth and North Washington

## 3 Transforming Children's Services

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Establish common assessment and lead professional practice across the city by March 2008	CYPP 2007-09

### Priority 26:

Enable children and young people to participate in service design and delivery

Lead officer:

Youth Strategy Officer, Children's Services    Linked partnership:  
Children's Trust

Our achievements

- Children and young people have been engaged in the development of the Children's Trust website including contributions from Sunderland Youth Parliament, Young Persons' Inspection Team, Young Asian Voices, Southwick Investigation Squad and the Boys Group from Easington Lane Action Group
- Children and young people have been involved and have had an impact on decision making processes through:
  - Recruitment of staff, including the recruitment of the Director and Deputy Director of Children's Services
  - Youth representation on the Children's Trust Board
  - Setting CYPP priorities
  - Active groups exist where the views of children and young people are represented by children and young people
  - Youth parliament
  - State of the city debate
  - We're all ears campaign
  - Young person's inspection team
- The Children's Fund has successfully piloted Hear By Rights and Children's Champions
- City Equals is a group that represents the voices of disabled young people citywide and has covered issues around: transport, education, health, transitions, leisure and recreation
- 83% of the youth projects linked with the Youth Development Group have completed the self-assessment that has been developed which incorporates the Hear By Rights (HbR) standards. Children's Fund Initiatives are actively using the HbR within their work

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
No actions are outstanding	

### 3.3 INTEGRATED STRATEGY

### Priority 27:

Establish and implement a Preventative Strategy and review partnership arrangements for vulnerable children, young people and their families

**Lead Officer:**

Head of Safeguarding, Children's Services

## 3 Transforming Children's Services

### Linked Partnership:

Children's Trust

#### Our achievements

- A prevention group has been set up to develop the preventative strategy
- A piece of work has taken place to look at actual case studies and investigate when intervention could have occurred at an earlier stage to ensure a child or young person's needs are met at the earliest possible stage
- An audit has been undertaken to identify funding streams that come to an end in March 2008 and the services that will be affected by this
- Partnership arrangements are under review by the Children's Trust

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Establish strategies and mainstreaming options for the short term and grant funded preventative programmes	CYPP 2007/09

### Priority 28:

Produce and implement a workforce development strategy for integrated children's services

#### Lead officer:

Head of Resources, Children's Services

#### Linked partnership:

Children's Trust

#### Our achievements

- Young people are engaged in the delivery of relevant training for social care staff and with the local higher education establishments who deliver social work courses
- Good level of joint working across Children's Services and the TPCT in respect of Workforce Development. The Head of Resources continues to be a member of the Executive MaRG
- A Workforce Strategy has been developed and implementation plans will be in place in 2007

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Design and deliver continuing professional development programmes by March 2008	Workforce Development Strategy
Develop an overarching pay and workforce strategy to align posts, skills, pay and job flexibility to meet the requirements of the new service by March 2008	Children's Services Strategy

## 3 Transforming Children's Services

### Priority 29:

Implement a joint ICT strategy

#### Lead officer:

Head of Resources, Children's Services

#### Linked partnership:

Children's Trust

#### Our achievements

- The implementation of many elements of an Integrated Children's System bringing together Assessment, Looked After Children Records and Child Protection Records using the SWIFT system
- Computer software has been procured to help integrate different data recording systems
- An analysis of case management systems and workforce issues has been undertaken as preparation for the implementation of 'Contactpoint', the national information sharing index for children and young people

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Promote information sharing and develop software to support this across partner agencies including support to Information Sharing and Assessment (ISA) by December 2008	CYPP 2007-09
Fully implement the Electronic Social Care Record and the Integrated Children's System	Children's Services Strategy

### 3.4 INTEGRATED GOVERNANCE

### Priority 30:

Consolidate and confirm governance arrangements for the Children's Trust

#### Lead officer:

Head of Policy, Planning and Preparation for Inspection, Children's Services

#### Linked partnership:

Children's Trust

#### Our achievements

- The Children's Trust arrangements have been reviewed and new structure, membership and terms of reference agreed in July 2006. Partners have been informed and the Children's Trust website publishes quarterly e-bulletins
- A formal partnership agreement has been drawn up and is now with partner organisations to take through their own governance arrangements
- The Audit Commission carried out a review of the progress in the Change for Children agenda during 2006. The final report (October 2006) concluded that 'Sunderland has made considerable progress in a short time in taking forward its change agenda for children and young people'. Much of the infrastructure necessary to make further progress is in place
- The Council's annual audit and inspection letter recommends that: 'The Council and the Children's Trust should work together to agree clear protocols on decision making and accountability, then use this as a solid base to implement joint commissioning and a common assessment framework

## 3 Transforming Children's Services

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
No actions are outstanding	

### 3.5 MAKING BEST USE OF RESOURCES

#### Priority 31:

Gain a better understanding of the level and pattern of investment in children's services across the city, and develop sustainability strategies to allow for the mainstreaming of successful time limited programmes

#### Lead officer:

Head of Resources, Children's Services

#### Linked partnership:

Children's Trust

#### Our achievements

- The Children's Trust has set up a Joint Finance Group to agree shared arrangements for financing the CYPP
- Effective partnership working has created a number of initiatives leading to increased value for money. Examples are:
  - Two 14 to 16 Vocational Skills Centre at Harraton and Pallion have ensured value for money by pooling and centralising resources
  - A specific service for young people with LDD aged 13 to 19 which operates at ten clubs has pooled resources for the 10 localities
  - The Play Partnership is responsible for production of a new citywide play strategy which will reduce duplication of services and ensure pooled resources directed to priority areas
  - Sunderland Carers Centre and Children's Services have come to an arrangement whereby the information provided to families through both agencies will be shared and coordinated. The rationalisation of newsletters being sent out has decreased overall cost and improved effectiveness

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
Identify mainstream funding to support initiatives that provide improved outcomes for children and young people by March 2008	CYPP 2007/09

#### Priority 32:

Develop a more coherent approach to service commissioning in those areas where the achievement of good outcomes for children is likely to be dependent on two or more organisations

#### Lead officer:

Deputy Director, Children's Services

#### Linked partnership:

Children's Trust

# 3 Transforming Children's Services

## Our achievements

- A Joint Commissioning Group has been set up and work is underway to establish a commissioning framework, process and model for the Children's Trust
- The work is building on existing areas of good planning, design and procurement of services. Examples are:
  - Commissioning of Youth Work from 12 different voluntary youth and community agencies
  - Reviewing and putting out to tender services for sexually abused children, young offenders, substance misusers, family support through Children's Centres

What we still need to do: Outstanding actions from the CYPP	Name of Implementation Plan or CYPP 2007/09
No actions are outstanding	

## Appendix: Glossary

B2B+	Bump to Baby Plus
BEST	Behaviour Education Support Team
BIP	Behaviour Improvement Programme
BLF	Big Lottery Fund
BME	Black and Ethnic Minority
CAMHS	Children and Adolescent Mental Health Services
CCS	Community and Cultural Services
CLA	Children Looked After
CPR	Child Protection Register
CS	Children's Services
CSLT	Children Services Leadership Team
CYPP	Children and Young People's Plan
ECM	Every Child Matters
EET	Education, employment and/or training
FLLN	Family Learning Literacy and Numeracy
GCSE	General Certificate for Secondary Education
HBR	Hear By Rights
ISP	
JAR	Joint Area Review
KS	Key Stage
KSI	Killed or Seriously Injured
LDD	Learning Difficulty and/or Disability
LSCB	Local Safeguarding Children's Board
MALAP	Multi-agency Looked After Partnership
MAPPA	
MARG	
NRF	Neighbourhood Renewal Fund
PALS	Positive Active Learning Support
PE	Physical Exercise
PESSCL	
PRU	Pupil Referral Unit
QISS	Quality in Study Support
RTA	Road Traffic Accident
SAFC	Sunderland Association Football Club
SIB	
STPCT	Sunderland Teaching Primary Care Trust
VCS	Voluntary and Community Sector
YDAP	Youth Drug and Alcohol Project
YIP	
YISP	
YOS	Youth Offending Service



This information can be made available in large print, Braille, audio and other languages. Please contact the Communications Service on 0191 520 5555 or email [childrens.services.info@sunderland.gov.uk](mailto:childrens.services.info@sunderland.gov.uk) for help.

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