



**Annual Report of the Sunderland  
Children and Young People's Plan**  
June 2008

# Contents

<b>1</b>	<b>Executive Summary</b>	<b>3</b>
1.1	Introduction	3
1.2	Children, young people and families in Sunderland	5
1.3	Our performance in 2007-08	6
1.4	Award winning services	6
1.5	Our achievements in 2007-08	8
1.6	Opportunities for 2008-09	9
1.7	Our priorities	9
1.8	How the review was carried out	10
<b>2</b>	<b>Being Healthy</b>	<b>11</b>
2.1	Progress in 2007-08	11
2.2	Our plans for 2008-09	12
2.3	Our progress against measurable outcomes	12
<b>3</b>	<b>Staying Safe</b>	<b>14</b>
3.1	Progress in 2007-08	14
3.2	Our plans for 2008-09	15
3.3	Our progress against measurable outcomes	15
<b>4</b>	<b>Enjoying and Achieving</b>	<b>16</b>
4.1	Progress in 2007-08	16
4.2	Our plans for 2008-09	17
4.3	Our progress against measurable outcomes	18
<b>5</b>	<b>Making a Positive Contribution</b>	<b>19</b>
5.1	Progress in 2007-08	19
5.2	Our plans for 2008-09	20
5.3	Our progress against measurable outcomes	21
<b>6</b>	<b>Achieving Economic Well-being</b>	<b>22</b>
6.1	Progress in 2007-08	22
6.2	Our plans for 2008-09	23
6.3	Our progress against measurable outcomes	23
<b>7</b>	<b>Children and young people who need extra help</b>	<b>24</b>
7.1	Children Looked After	24
7.2	Children from Black and Minority Ethnic Communities	25
7.3	Children with Learning Difficulties and Disabilities	26
7.4	Our plans for 2008-09	26
<b>8</b>	<b>The Change for Children and Young People Strategy</b>	<b>28</b>
8.1	Preventative practice and service integration	28
8.2	Safeguarding	28
8.3	Attainment and the ECM agenda	29
8.4	Children and young people's participation	29
8.5	Equality and diversity	30
8.6	Parenting	31
8.7	Human resources and workforce development	31
8.8	Joint commissioning	32
<b>9</b>	<b>The Children's Trust</b>	<b>33</b>
9.1	Inter-agency governance	33
9.2	Integrated strategy	33
9.3	Integrated front-line delivery	34
9.4	Integrated processes	34
<b>10</b>	<b>Planning for the future</b>	<b>35</b>
10.1	The Children's Plan	35
10.2	Statutory guidance on the duty to cooperate	37
10.3	Eradicating child poverty	37

# 1 Executive Summary

## 1.1 INTRODUCTION

A welcome from Dr Helen Paterson (Director of Children's Services) and Councillor Pat Smith (Lead Portfolio Holder for Children and Young People).

### Our vision is

**"Working together to improve the life chances and aspirations for each child and young person in Sunderland."**

There are two important messages in this vision:

- Working together
- Improving life chances and aspirations

Effective partnership working will truly improve outcomes. When all the different agencies delivering services for children and young people work together well, we take huge steps forward in improving the life chances of the children and young people we work for.

Four core **values** provide the ground rules for how we work together for the good of children and young people, enabling us to be consistent in our approach and ensuring that we all put children, young people and their families at the centre of our thinking and actions:

- **Valuing people** – this means having respect for all people and acknowledging different points of view. This doesn't mean we will always agree but if we respect each other's opinions, it gives us a starting point from which a common set of goals can be worked on
- **Delivering results** – we must strive to provide high quality services that deliver real results for children and young people
- **Openness** – to different opinions and ways of working. Openness is also about celebrating our successes
- **Positive Outlook** – having a 'can do' attitude so that we create opportunities for children and young people to reach their full potential

Seven key **principles** underpin how we work, both individually and within partnerships, to better the lives of children and young people by enhancing our understanding, skills, experience and resources:

- Having every child and young person at the heart of what we do
- Celebrating children and young people's achievements
- Being focussed on better outcomes
- Being focussed on prevention and early intervention
- Promoting the participation of children, young people and their families in our work
- Maintaining the highest standards
- Working in partnership

The **vision, values and principles** have been put into practice in developing the Children and Young People's Plan. They are now well established, but how do we know we're making a positive difference?

The annual review of our Children and Young People's Plan is an opportunity for us to measure progress against the targets we have set ourselves to improve the life chances and aspirations for each child and young person in Sunderland, by reviewing the contribution that local services in Sunderland make to the Every Child Matters outcomes:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

# 1 Executive Summary

It is also an opportunity to reflect on our models of service delivery, and to consider how close we are to being able to say that all services:

- focus on prevention and early intervention, being proactive in the support they provide
- are planned around the needs of the whole family
- involve children, young people and families in their design, planning and delivery
- are based in local communities, and structured around need
- provide information to families that is clear, simple and accessible
- share information and work together effectively

We hope you will agree that we have a lot to be proud of in terms of what has been achieved by and for children and young people in 2007-08. We aim to be equally ambitious in 2008-09, and our intentions are set out throughout this review.

Our Children and Young People's Plan comes to an end in March 2009 and we are already thinking about the most effective way to plan to secure the best outcomes for children and young people in the future. We have the opportunity to take a longer term strategic view, and create a plan that spans 15 or 20 years, with ambitious targets that fit with both the vision set out in the Government's Children's Plan, and in the new Sunderland Strategy. We will begin engaging all our partners, including children and young people, their parents and carers in the preparation of a new plan in Autumn 2008, and look forward to the challenge of creating a new Children and Young People's Plan for 2009 onwards.



Helen Paterson  
Director of Children's Services



Cllr Pat Smith  
Portfolio Holder for Children's Services

# 1 Executive Summary

## 1.2 CHILDREN, YOUNG PEOPLE AND FAMILIES IN SUNDERLAND

Sunderland is the **largest city in England's North East region**, with a population of 280,600, of which 68,300 are children and young people. After significantly falling during the 1990s, the birth rate has levelled off and in recent years there has been a slight upturn. The **minority ethnic population** is small but growing, with the largest sub-group being Bangladeshi. The number of asylum seeking families is declining.

The city and its inhabitants face a number of challenges.

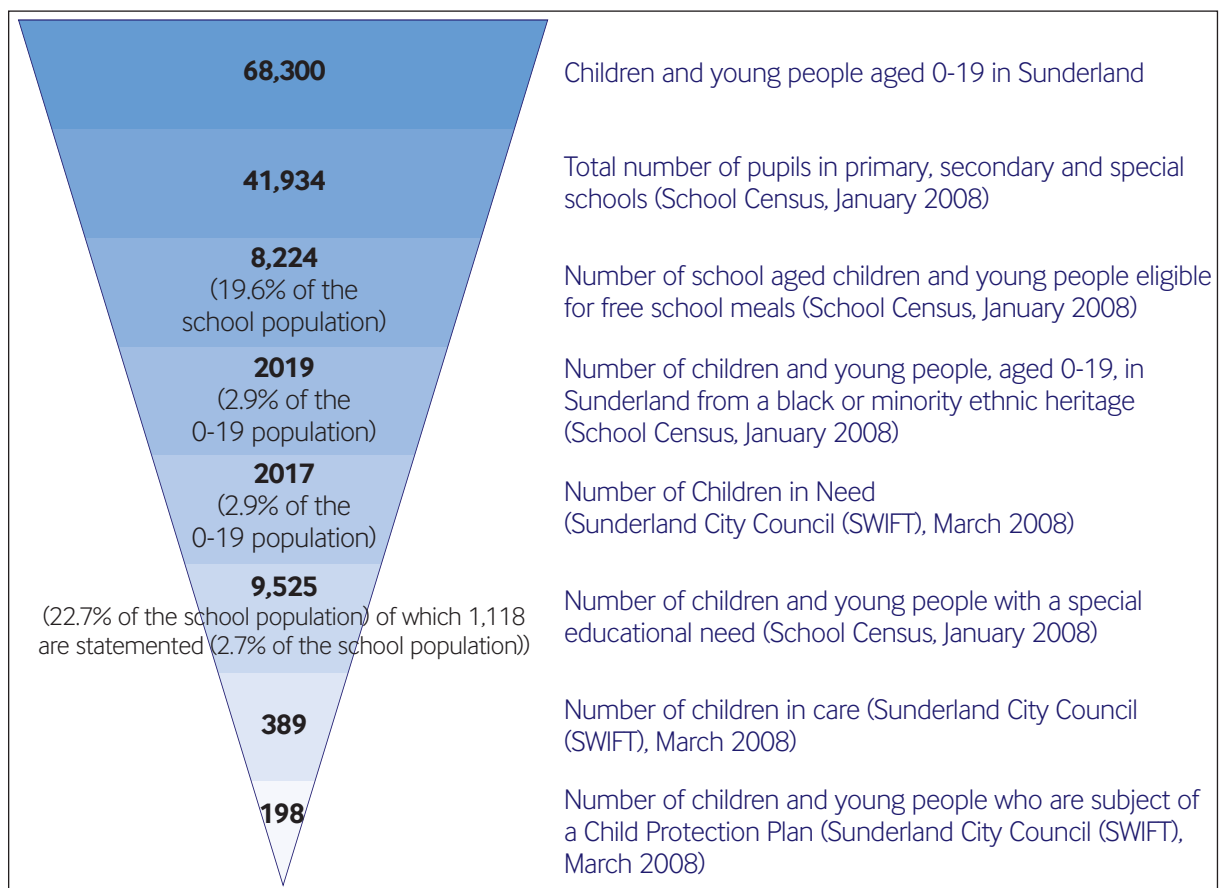
A comparison of the Indices of Multiple Deprivation (IMD) between 2004 and 2007 shows that the number of people in Sunderland who are living in one of the 10% most deprived areas nationally has decreased by 14,600. However, despite these improvements, 55,000 people (22% of the local population) are still living in one of the country's **most deprived areas**.

Sunderland has the lowest proportion of **working age population** who achieve level 4/5 qualifications when compared to other authorities in Tyne and Wear. **Unemployment has dropped significantly** over the last ten years but claimant unemployment remains well above the national average and approximately one third of adults have **low literacy and numeracy levels**, above national averages.

The number of **older people** is increasing, and 23.8% of older people in Sunderland experience income deprivation. Sunderland has nearly twice as many people that are **permanently sick or disabled** compared with the national average.

In spite of these challenges, Sunderland, as a place to live, has **improved significantly** in the past two decades – the city is cleaner, safer and more prosperous than it was twenty years ago. Young people do better at school and people live longer, healthier and more independent lives. Local facilities have improved and the environment and public realm have been transformed. Crime in the city has been falling significantly and **Sunderland is now the safest large city in the North**, with a crime rate below the national average. The **quality of housing** continues to improve and 100% of the social housing stock now meets the decent home standards.

To continue to improve outcomes for children and young people, it is essential to understand their needs. The diagram below provides a break down of some of those needs.



# 1 Executive Summary

We also know that

- of the 68,300 children and young people in Sunderland, 29.3% are **living in poverty** compared to 21.3% nationally
- **the under 18 conception rate** is 56.5 per 1000 compared to 42.1 nationally
- 12.6% of 4-5 year olds and 21.4% of 10-11 year olds are **overweight or obese**
- about 13,000 children and young people will need some form of **additional support** during their 0-19 journey from the education, health or caring professions
- 1035 Children in Need are accessing services due to a **disability**. Of these 183 are Looked After and 64 have overnight short breaks
- The proportion of young people **not in education, employment or training** (NEET) remains high at 13.5%
- 1 in 4 children and young people in Sunderland have some form of **mental health problem**. 15% have mild, early stage difficulties, 7% have moderately severe difficulties, 2% have complex difficulties and less than 1% have very serious difficulties
- 23% of women in the city continue to **smoke during pregnancy**

## 1.3 OUR PERFORMANCE IN 2007-08

**Some key improvements include:**

- 88% of schools are engaged in the **Healthy Schools programme**
- The number of **children subject of a child protection plan** has reduced to 198
- The **number of children looked after** has reduced to 398 and the proportion living in residential accommodation has fallen to 13.5%
- Only 10% of children looked after had **three or more moves** in 2007/8 exceeding the target of 12%. This puts us in the DCSF 'very good' category
- **Educational attainment** at 16 has risen sharply since 2002. 59% of young people are achieving 5 or more A\*-C grades at GCSE, which is close to the national average
- In a league table of **'A' level point scores**, Sunderland has risen from 67th of 150 Local Authorities to 9th in 4 years
- 857 young people completed an **apprenticeship** in 2006, higher than statistical neighbours and other Local Authorities nationally
- 16-18 year olds' participation in **Education, Employment and Training** (EET) increased from 74% in 2004 to 78.5% in 2007
- The proportion of **supervised juveniles and young people looked after in EET** is consistently above statistical neighbour and national averages
- There has been an 8.5% **reduction in youth offending** since 2003

## 1.4 AWARD WINNING SERVICES

In 2007-08, the quality of our staff and services was recognised in a number of local and national awards:

- In March 2008, the Council gained **Beacon status** for reducing re-offending by children and young people, by delivering innovative, award-winning and nationally recognised approaches to criminal justice

# 1 Executive Summary

- Sunderland Youth Offending Service won a national **Alarm Risk Management Award** in the People Risk Category for their work with young offenders and young people at risk of offending
- Our Young Achievers Awards Scheme won the Positive Images category of the **Children and Young People's National Service Awards**, while City Equals, Sunderland Youth Parliament and the Anti Bullying Charter were all short listed in different categories
- The Sunderland Music Workshops were doubly successful, winning a national **BT Seen and Heard Award** and a **Tyne and Wear High Sheriffs Award**
- Awards were presented at the **Regional Monitor Excellence Awards** to the Youth Offending Service for their Community Payback Initiative, and to the Youth Development Group for their Young Person's Inspection Team
- Three services were short listed in the **Local Government Chronicle Awards**. Behaviour and Education Support Team (BEST) were short listed for the Children's Services Awards; Youth Development Group for the Community Involvement Award; and the Improving the Health of Looked After Children project was short listed for the Health and Well Being Award. Further recognition for the Youth Development Group came as they were short listed in the Community Youth Initiative Category of the **Local Government Chronicle and Health Service Journal Sustainable Communities Awards**
- South Hylton Primary School chef Joanne Keithley was a runner up in the final of the **School Chef of the Year** competition
- In October, Hylton Red House School, in partnership with the BEST team, won the Personal and Social Health category at the **National Health for Kids Awards** for their outstanding contribution to the health of children and young people
- John Hall from Houghton Kepier School was short listed as secondary school teacher of the year in the **National Teaching Awards**
- Sunderland's Diamond Hall Junior School won a Special Merit Award in the **Rolls-Royce Science Prize** for their innovative teaching methods
- Gentoo won the **Special Community Award** at the **Portfolio Awards** and was the overall winner for Corporate Social Responsibility at the **North East Business Awards** for their work in schools across the city
- Youth Advocate Andy Lamb won the **Youth Justice Award 2008** and was short listed for the Unsung Hero category of the regional **ShiNE Awards**
- The second **Sunderland City Council Employee Awards** took place on 31 March and Children's Services staff did exceptionally well. The Employee of the Year Award went to Anne Swan and Linda Taylor from Safeguarding. The Customer Service Team Award went to Barmston Village Primary School's Nurture Team, while Manager of the Year was awarded to Katherine Elliott for her inspirational leadership and management skills at Columbia Grange School. Special mentions also went to Andy Lamb for his work with serious and prolific young offenders, the team at 10 Sea View Road West and The Phoenix Project
- The **Sunderland Family, Adult and Community Learning Awards** took place on 14 January. The event showed that Sunderland has some outstanding and inspirational learners who have overcome many barriers to succeed in their learning programme
- The B2B+ Project won the Project Award at the **Young Adults Learning Partnership Awards**
- The Word music collective based at Thornhill School was a finalist in the Community Award category of the Journal's **North East Schools Awards** for promoting positive life messages through music, while their teacher Amer Shiekh was named the most inspirational secondary school teacher. Amer also won the teaching category in the annual **Sunday Sun Champions of the North Awards**

# 1 Executive Summary

- In 2008 Sunderland once again won the **Howard League for Penal Reform Community Programmes Award**, for an innovative cooking project, aimed at developing healthy lifestyles. The award was won in partnership with Gateshead and South Tyneside by the shared YOS Intensive Supervision and Surveillance Scheme
- The Community Kids programme which is delivered into over 50 of the city's primary schools won the **National Housing Federation's 'What We Are Proud Of' awards**
- Gentoo won the **Edge Foundation National Award** for their vocational and practical learning programmes in the city's schools, including Construction Challenge and Pupils First
- Pupils First was awarded **Business in the Community's BIG TICK** and **National Example of Excellence 2008**

## 1.5 OUR ACHIEVEMENTS IN 2007-08

### 2007-08 has seen a range of highlights for many of our services:

- After only eighteen months as an approved centre for City & Guilds, **the Youth Development Group was awarded an A grading** and given direct claims status for their NVQ levels 2 and 3 in Youth Work
- Sunderland's **£20 million Aquatic Centre was opened** on 18 April 2008. Pupils from Redby Primary School were the first to make a splash in the Olympic size swimming pool
- Sunderland's **Young Carer's Card scheme was so well received** at the National Carer's Conference that delegates nationwide are considering rolling the scheme out in their own areas
- Sunderland will be **the only local authority in the North East** offering all ten of the new Gateway Diplomas for young people by September 2009
- The new Sunderland Children and Young People's Participation Strategy will **secure the engagement of children and young people** in service design and delivery over the next 5 years
- The new Parenting Strategy will ensure that **information and support is available where and when parents need it** in order to support them in guiding their children along the path from birth to adulthood
- The first milestone in Sunderland's £120 million vision to transform learning through Building Schools for the Future (BSF) was reached with the **£11 million refurbishment of Oxclose Community School**, one of the very first BSF schools in England
- **Communication between the Voluntary and Community Sector and the Children's Trust has improved**, and the engagement of the Voluntary and Community Sector in integrated planning and commissioning has increased through the work of a representative from Barnardos who was seconded to Children's Services for 12 months
- **OfSTED inspections** in 2007-08 show that 11% of our schools are outstanding, 52% are good and 30% are satisfactory
- Sunderland YOS has again **topped the national performance tables** in 2007
- In September 2007 Ofsted judged all aspects of our Fostering Service as **good**
- All pupils in the city that are due to transfer to secondary school in September 2008, received an offer of a place. 99.5% of pupils were offered a place at one of the schools that they had applied for with **93.5% being offered their first preference school**
- **More care leavers than ever are attending university** this year following success in their A Levels, while Sunderland University has achieved national recognition for its work with care leavers
- In April 2007, dedicated childminder Glynnis Atkinson became the first childminder in the city to be given an **outstanding report from Ofsted**.

# 1 Executive Summary

- **Pennywell Youth Project won £61,578** on ITV's The People's Millions programme for their ECO-ED project, to create an open space for young people, community groups and local residents
- All schools whose school meals are provided by the local authority have achieved the **Heartbeat Award** for providing healthy menus and a healthy eating environment and culture
- 3860 children and young people participated in residential courses and positive activities at **Sunderland's Outdoor Education Centre at Derwent Hill**

## 1.6 OPPORTUNITIES FOR 2008-09

**Over the coming year, we have the opportunity to make a difference to even more children and young people's lives:**

- Sunderland playgrounds will get a **£2.5 million** boost after the Council became one of only 20 local authorities in the country to be awarded pathfinder status
- As one of only 25 local authorities that will begin the Targeted Mental Health in Schools project, Sunderland will receive **£325,000** to deliver better support to children who are at risk of developing mental health problems and those who are already experiencing problems
- As one of 15 local authorities to be successful in their bids for Family Pathfinder status, Sunderland was also one of only 6 local authorities to receive the young carers element of the grant. Sunderland will receive **£1.18 million** for the next 3 years to offer disadvantaged families intensive help and support, and to deliver services for families with young carers to ensure that children in these families do not have to take on inappropriate caring roles
- As a pathfinder authority in the Aiming High for Disabled Children programme, Sunderland has secured **£2.67 million** for the next 3 years to increase short break opportunities for disabled children, young people and their families
- Sunderland has been chosen as a test site for **a scheme which links up disadvantaged first time parents with family nurses**. The programme will be delivered through Sunderland's integrated maternity and early years service provision, involving midwifery, health visitors and the Child and Adolescent Mental Health service. It will build upon services currently offered through Children's Centres
- A 3 year **Preventative Strategy** will be developed to offer a preventative working framework and a menu of preventative services
- Sunderland's BSF programme remains on track to **build four new schools**, complete two major refurbishments and provide a state of the art ICT infrastructure for eight schools, while the first of three "Sunderland Model" academies will open in September 2008

## 1.7 OUR PRIORITIES

In our Children and Young People's Plan 2007-09 the Children's Trust established **ten priorities to improve outcomes for all children and young people**. The Children's Trust wants children and young people in Sunderland to:

1. Be strong individuals, proud of their city and contribute to its future
2. Be aware of how their behaviour affects others and the importance of staying out of trouble
3. Make positive lifestyle choices
4. Lead healthier lives
5. Feel good about themselves
6. Be safe in the community, at school and at home
7. Achieve in their education
8. Enjoy sport, leisure and play
9. Live in decent homes
10. Get the right training, further education and jobs

# 1 Executive Summary

These ten priorities were developed by listening to children, young people, and their families, and partner agencies who deliver services to them. We also used a raft of performance data available to us to inform improvements and target setting. To ensure these priorities are achieved, each has a lead officer, and each action to deliver on the priorities is embedded within a service plan or strategy.

In addition to the 10 priorities, our Children and Young People's Plan included a **Change for Children and Young People Strategy** that set out what we intended to do around the following 11 cross-cutting themes:

1. Integrated services
2. Parenting
3. Prevention
4. Safeguarding
5. Attainment and the ECM agenda
6. Participation of and feeding back to children and young people
7. Equality and Diversity
8. Children and young people who are vulnerable
9. Workforce development
10. Joint commissioning
11. Resourcing the CYPP

Our progress across these areas is included in this review.

For 2008-09 Children's Services is clear it needs to make **progress in 10 key areas** in order to maintain impetus in transforming services:

1. Health and well-being
2. Educational Attainment (including the 14-19 agenda)
3. Safeguarding
4. Parenting
5. Building Schools for the Future/Academies
6. Youth
7. Learning Difficulty and Disability
8. ICT
9. Workforce Development
10. Locality Based Integrated Teams offering preventative services

A new Children and Young People's Plan for 2009 onwards will plan a long term strategy to transform services for families, narrow the gap and reduce child poverty.

## 1.8 HOW THE REVIEW WAS CARRIED OUT

In carrying out this review of the Children and Young People's Plan we reflected on the progress being made towards each priority, in order to better focus our efforts in 2008-09. The review process drew upon:

- performance data
- the Annual Performance Assessment (APA) that was carried out simultaneously
- the messages of more than 43,000 children and young people expressed through a range of participatory activities in 2007-08. Activities included voting in the UK youth parliament elections, the Learning is Fun Conference, the State of the City debate, Youth Inc conference, the Food in Schools Programme, the Young Voices exercise carried out by Blue Watch Youth Project, the A690 Friday Night Football League consultation, and the Box Youth Project youth consultation

By judging ourselves against the APA Key Judgements and Grade Descriptors we were able to measure the progress that had been made in 2007-08 and identify key pieces of work to be completed in 2008-09.

## 2 Being Healthy

For children and young people to be healthy, they need:

- to be physically healthy
- to be mentally and emotionally healthy
- to be sexually healthy
- to live healthy lifestyles
- to choose not to take illegal drugs
- parents, carers and families who are supported to promote healthy choices

**Children and young people tell us** they want to learn more about how to have a long healthy life, to do more sports, eat well and for their friends and family to not smoke and drink too much, or do drugs.

**Our priorities** are for children and young people to...

- Make positive lifestyle choices
- Lead healthier lives
- Feel good about themselves

Based on the key judgements and Grade Descriptors we believe that local services in Sunderland make a **good** contribution to the outcome Be Healthy. The Joint Area Review (JAR) judgement was good. "The impact of all local services in securing the health of children and young people is good. Partnership working across agencies on health issues is very good. Some measures of health are below national averages but many are improving at a fast rate due to concerted efforts from all agencies." Since the JAR there is more evidence of strong partnership working and innovative approaches.

### 2.1 PROGRESS IN 2007-08

- Following a significant rise in 2006, **breastfeeding rates** have stabilised. A strategy review has resulted in the creation of an implementation manager post to work across Health Trusts and Children's Services. Other outcomes of the review include the reform of parent-craft classes, a review of data collection systems, a staff training programme and a marketing campaign that includes images of mothers breastfeeding in a Sunderland AFC shirt. **Bosom Buddies** groups that offer mums peer support with breastfeeding have increased from 7 groups in 2007 to 11 in 2008
- As the **Healthy Schools action plan** was not progressing by December 2007, with only 12 schools achieving Healthy School Status against a target of 23, the action plan was revised. This resulted in the appointment of 2 healthy schools coordinators, and by June 2008, 34 schools had achieved Healthy School Status and 91% were engaged in the programme
- The Community CAMH Service and Children and Young People's Counselling Service secured Children in Need and CAMHs Grant funding to further develop **counselling services and peer mentoring support** within schools, colleges and extended service settings
- A review of **specialist CAMH services** resulted in a clear model to improve access to in-patient services. This will include more local provision of intensive outreach services, local services for children with complex mental health and behavioural needs who have previously had to go outside Sunderland for treatment, and enhanced services for children with complex neuro-developmental disorders
- A Specialist Dietician has been employed through the new DCSF School Lunch Grant to support all schools in the city to meet the **nutritional standards for school meals**. All schools where the school meals service is provided by the council will meet the standards within the Government's timescales
- The Teenage Pregnancy and Substance Misuse Partnerships have merged into a **Risk and Resilience Partnership** to strengthen strategy and commissioning of services for improving outcomes in these areas
- Young people attended an e-voting event and were consulted on a wide range of sexual health issues. Results are being used to shape the **sex and relationships curriculum**, including the development of a new Sex Education Road Show. The road show will contain consultation and graphics by young people to highlight links between sexual health risk-taking behaviour, mental health, bullying, gender and ethnicity

## 2.2 OUR PLANS FOR 2008-09 INCLUDE

- 100% of schools across the city will be actively engaged in the **National Healthy School Programme** with 75% of schools having achieved status by September 2009
- 100% of schools across the city will provide a minimum of **2 hours high quality physical activity** and will be working towards the new 5 hour offer
- Identifying children in reception and year 6 who are overweight/obese, and children aged under 2 who are at risk of becoming overweight/obese, and offering evidence-based **community weight management interventions**
- 100% of schools will have an in-depth **whole school food policy** developed through wide consultation, while the **Food in Schools Programme** will be targeted to schools with high obesity figures
- 100% of maternity services will have **WHO baby friendly status** registration by September 2008

## 2.3 OUR PROGRESS AGAINST MEASURABLE OUTCOMES

<b>Make positive lifestyle choices</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Increase number of children and young people participating in physical activity and choosing healthy diet and reduce the rate of increase in childhood obesity	Percentage of 5-16 year olds participating in a minimum of 2 hours each week on PE and school sport within and outside school	87%	90%	90%	100%
	Establish baseline of overweight and obese children (National Measurement Programme)	BMI of 93% of YO and 0% of Y6 collected	Measure BMI of Yr 0/Yr 6	90%	Measure BMI of 80% of Yr 0/Yr 6
Improve sexual health and reduce teenage pregnancy	Number of conceptions amongst 15-17 year olds per 1000 pop and percentage change year on year	55.4	49.4	55.1	45.2
	Diagnostic rate of new episodes of Chlamydia among under 16 and 16-19 year olds	3.75%	15%	-	30%
Reduce substance misuse amongst children and young people	Percentage of Exeter Health Related Behaviour Survey respondents that have smoked in the week prior to the survey	14%	14%	No survey this year	New PIs to be set
	Percentage of Exeter Health Related Behaviour Survey respondents that have consumed alcohol in the week prior to the survey	34%	34%	No survey this year	New PIs to be set
	Percentage of Exeter Health Related Behaviour Survey respondents that have ever taken drugs	19%	19%	No survey this year	New PIs to be set
	Number of young people under 18 entering, receiving and completing treatment	85	90	167	To be set

<b>Lead healthier lives</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Reduce mortality rates in children aged 1 year or less	Breastfeeding initiation rates	38.9%	53.5% (imposed target still under negotiation - local proposal= 42.4%)	-	New Pls to be set
	Percentage of expectant mothers smoking during pregnancy	21.9% (exceeded target of 27%)	24.2%	-	New Pls to be set
Improve prevention, early intervention and effective management of childhood illness	MMR 2nd vaccination School vaccination programme	80% 86%	95% 95%	-	95% 95%
	Number of primary care centres providing minor illness management to under 2s	2	3	-	4
Support all schools in achieving National Healthy School Standard	Percentage of schools achieved Healthy Schools status [New criteria has been introduced, hence low baseline for March 07]	2%	45%	33%	75%

<b>Feel good about themselves</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Promote mental health and emotional wellbeing across children and young people's settings	Percentage of schools achieving Healthy Schools status	2%	45%	33%	75% (Dec 09)
Improve access to specialist CAMHS	Percentage of child and adolescent mental health service cases with length of wait under 13 weeks (1030HC).	76%	85%	-	100%
	Percentage of CAMHS new cases with length of wait between 13 and 26 weeks	19%	15%	-	0%
	Percentage of CAMHS new cases with length of wait over 26 weeks	5%	0%	-	0%
Monitor impact of service delivery	Percentage of mental health inpatients aged under 16 on adult wards	0%	0%	-	0%
	Percentage of mental health inpatients aged under 16 and 17 on adult wards	100%	<100%	-	<100%

## 3 Staying Safe

For children and young people to be safe, they need:

- to be safe from maltreatment, neglect, violence and sexual exploitation
- to be safe from accidental injury and death
- to be safe from bullying and discrimination
- to be safe from crime and anti-social behaviour at school and in the community
- to have security, stability and be cared for
- parents, carers and families who provide safe homes and stability

**Children and young people tell us** they want to feel safe at home, at school and on the street, and want bullying and racism to stop.

**Our priority** is for children and young people to...

- Be safe in the community, at school and at home

Based on the key judgements and Grade Descriptors we believe that local services in Sunderland make a **good** contribution to the outcome Stay Safe. The Joint Area Review (JAR) judgement was 'Adequate'. "There are good universal services but those for some of the most vulnerable children have some weaknesses." Since the JAR, outcomes for children and young people have continued to improve and the 'adequate' services identified in the JAR have been rigorously reviewed using the Council's Business Improvement Team and the Improvement and Development Agency (IDeA). Staffing changes have been made and the services have improved to become 'Good'.

### 3.1 PROGRESS IN 2007-08

- A **Citywide Anti-Bullying Strategy and Action Plan** have been in place since July 2007. Schools' progress towards achieving the **Anti-Bullying Charter Mark** continues, with the number of schools registered rising from 23 in 2007 to 35 in 2008. The **Annual Anti-Bullying Conference** took place in November 2007, and 252 young people attended. The first Annual Survey on bullying was completed at the conference and established a baseline of reported bullying
- The number of **qualified social work (QSW)** posts was increased from 56 to 70. A local and national recruitment campaign has been undertaken and a comprehensive review of QSW pay and conditions has been commissioned to ensure competitiveness regionally
- At May 2008 eight **private fostering arrangements** have been identified. An Ofsted inspection of our arrangements in June 2008 considered them to be good
- Progress has been made in establishing new integrated **locality-based teams** focusing on preventative services in six areas of the city. Child and Family Support Services offer early support through Children's Centres for children aged 0-12 and their families and use the CAF to assess needs
- During 2007-8, 265 staff from all partner agencies attended **safer recruitment training**, and the need for multi-agency training around **unborn baby** procedures has been identified and met. 650 staff from all partner agencies attended Sunderland Safeguarding Children Board (SSCB) familiarization sessions and 436 staff received SSCB Training. **100% of schools** have at least one trained designated Safeguarding member of staff. All schools are offered support, advice, guidance and training to ensure they can fulfil their roles and responsibilities in safeguarding the welfare of children. 44 staff completed training on safeguarding children with LDD

### 3.2 OUR PLANS FOR 2008-09 INCLUDE

- As a pathfinder authority for the **Aiming High for Disabled Children** programme, the provision of short break opportunities will be transformed. Engaging local disabled children, young people and their families as key partners in the process will be a central feature of the 3 year programme
- One care home has been assessed for **Anti-Bullying Charter Mark** status and the remaining children's homes will be registered by March 2009
- **Locality Based Behaviour Support Teams** will be in place by September 2008 with schools as major partners, and **Targeted Youth Support teams** will be in place by the end of 2008. All will use the CAF to assess needs

### 3.3 OUR PROGRESS AGAINST MEASURABLE OUTCOMES

<b>Be safe in the community, at school and at home</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Improve outcomes for children and young people affected by parental behaviour, including domestic violence, substance misuse and mental health	Percentage of repeat incidents of domestic violence reported to the Police, where children and young people are part of the family	50%	45%	-	40%
	Number of perpetrators of domestic violence who are offered the opportunity to attend, and complete a perpetrator programme	17	22	33	27
	Percentage of children on the child protection register (CPR) affected by domestic violence	57%	45%	67%	40%
	Percentage of children on the CPR affected by parental substance misuse	32%	27%	34%	22%
	Percentage of children on the CPR affected by parental mental ill health	52%	47%	51%	42%
Improve multi-agency arrangements and responses to bullying	Percentage of children and young people who state they had been bullied in school in the last 12 months (Exeter Health Survey - Year 8 and Year 10 students)	22%	No survey completed this year	No survey completed this year	35%
	Percentage of schools with Anti-bullying policy that meets requirements of National Healthy Schools Programme	50%	70%	30% 35 schools	100%
Improve road safety	Number of 0-15 year olds killed or seriously injured (KSI) in road accidents	24	20	24	17
	Percentage of schools that have an authorised School Travel Plan	21%	48%	21%	73%

## 4 Enjoying and Achieving

For children and young people to enjoy life and achieve to their full potential, they need:

- to be ready for school
- to attend and enjoy school
- to achieve stretching national education standards at primary and secondary school
- to achieve personal and social development and enjoy recreation
- parents, carers and families who support learning

**Children and young people tell us** they want to be able to get a good job when they leave school, and that they want plenty to do in their spare time.

**Our priorities** are for children and young people to...

- Achieve in their education
- Enjoy sport, leisure and play

Based on the key judgements and Grade Descriptors we believe that local services in Sunderland make a **good** contribution to the outcome Enjoy and Achieve. The JAR judged this outcome as 'Good'. Since then services have been maintained and improved, culminating in the best ever KS2 and KS4 results for children and young people in Summer 2007.

### 4.1 PROGRESS IN 2007-08

- 286 children benefited during the first year of the Two Year Old pathfinder project to provide **childcare for vulnerable children**
- In response to performance in reading, writing and maths not improving significantly at Key Stage 1, a **number of projects** to support attainment were introduced including programmes to develop speaking and listening, Talking Partners and staff development
- **Key Stage 2 results were excellent**, with good results for pupils from BME communities
- None of our schools were below **floor targets** in KS3 English or maths. APP (English) was introduced into all Secondary schools, and more rigorous targeted intervention was introduced to target underperformance
- Pupils at KS4 recorded the city's **highest ever GCSE results**, with 59% achieving five or more **A\*-C** grades, compared to 62% nationally
- 1250 primary school pupils celebrated **100% attendance** as guests at a Sunderland AFC premier league game. Primary school attendance is at its highest in five years
- The number of schools with **persistent absence** (PA) reduced from 6 in 2007 to 5 in 2008, and the number of persistent absentees reduced from 575 to 364. A PA framework is now used in all schools to identify pupils at risk of becoming persistent absentees and all schools have a directory of effective school practice to improve attendance and address PA
- **100% of pupils** permanently excluded were offered a place within the Pupil Referral Unit (PRU), and in 2007, only 4 of the cohort of 43 were not in **Education, Employment or Training** (NEET)
- Sunderland was one of the country's first local authorities to complete **Phase 2 of the Children's Centre delivery programme** after opening the doors of its 17th Children's Centre. This will ensure that every family in the most disadvantaged areas has access to Children's Centres services, while the centres will also be developed to serve families outside these areas
- 59% of Private, Voluntary and Independent sector (PVI) early years settings are progressing towards being led by a graduate. 6 practitioners in the PVI sector have already achieved **Early Years Professional status**, an additional 16 have graduate status and an additional 22 practitioners are working towards an Early Years Foundation degree

- In 2006-7, there were 1540 **Out of School Hours Clubs** running in schools offering 43,123 places
- Children and young people with LDD from Oxclose Community School won the regional finals of the **English Cricket Board/Lords Taverners Schools Table Cricket competition**, and qualified for the National Finals at Lords in June

## 4.2 OUR PLANS FOR 2008-09 INCLUDE

- Developing 35 new or updated playgrounds across the city, including a City Adventure Centre that will offer a host of challenging activities such as ropes, climbing nets and a 3D maze, using **£2.5 million** from the **Play Pathfinder** programme
- Participating in the **0 - 7 Partnership** pilot, which will involve schools, Children's Centres, health services and childcare providers building on the work of the Area Operational Groups and the Early Years and Childcare Strategic Partnership
- Introducing **Every Child Counts and Every Child a Reader** initiatives
- Following inspection in March 2008, the PRU was placed in an Ofsted category, mainly due to inadequate provision at KS4. A full **review of provision** resulted in proposals to **close the existing PRU** and open four new provisions in September 2008. Provision will comprise KS1, KS2 and 3, 14-19 and a returners and Young Mums unit. A new headteacher for the behavioural aspects of the PRU has been appointed and will take up post in September 2008
- Continuing progress on the **Building Schools for the Future** (BSF) programme, including the unique 'Sunderland Model' academies, co-sponsored by the Council. One 5-16 'all through' academy will open in September 2008, with two more open in 2009. Housed in state of the art buildings, academies will take on the challenge of some of the most economically deprived areas and will play a full part in the secondary schools partnership across the city

### 4.3 OUR PROGRESS AGAINST MEASURABLE OUTCOMES

<b>Achieve in their education</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Offer support and challenge to schools and identify priorities in raising attainment at all key stages	Raise the achievement of boys and girls to reduce the gender gap (whilst ensuring girls attainment remains at an appropriate level): %5+A*-C grades GCSE / GNVQ equivalent – gender difference	8.3%	8%	8%	8%
	KS2 English Level 4+	75%	83%	79%	83%
	KS2 Mathematics Level 4+	74%	82%	77%	82%
	GCSE - 5+A*-C Grades including English and Maths	34%	46%	38.5%	48%
Improve the outcomes for all children under 5 years	The number of settings achieving an average total score of 78 points or more in Foundation Stage Profile (FSP)	67.8%	71%	67.4%	72%
	The % gap between those children with an average FSP score in the bottom 20% and the median point score will decrease	40.8% (Actual June 06)	38.3% (Target June 07)	40.6%	34.8% (Target June 08)
Improve attendance in school	School absence at primary school	6.07	5.36	5.12	5.30
	School absence at secondary school	8.43	8.49	7.87	8.34
Carry out school place planning review	Reduce surplus places according to outcomes of planned review	13%	13%	-	10% (Sept 09)

<b>Enjoy sport, leisure and play</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Provide accessible and quality sports and play opportunities	Percentage of young people who have access to at least one high quality dedicated area for play	15%	17%	16%	20%
	Percentage of 5 - 16 year olds engaged in two hours a week minimum on high quality PE and school sport (PESSCL) within and beyond the curriculum (also LPSA2 target)	86%	90%	90%	90%
	Develop and improve the quality of 6 free areas for play in the city	0	3	4	6
	Number of new young people involved in play design steering groups (year on year)	0	60	1280	60

## 5 Making a Positive Contribution

For children and young people to make a positive contribution, they need:

- to engage in decision making and support the community and environment
- to engage in law abiding and positive behaviour in and out of school
- to develop positive relationships and choose not to bully or discriminate
- to develop self confidence and successfully deal with significant life changes and challenges
- to develop enterprising behaviour
- parents, carers and families who promote positive behaviour

**Children and young people tell us** they want the chance to help other people, to have their say in the way things are run in the city, and for the environment around them to be improved.

**Our priorities are** for children and young people to...

- Be strong individuals, proud of their city and contribute to its future
- Be aware of how their behaviour effects others and the importance of staying out of trouble

Based on the key judgements and Grade Descriptors we believe that local services in Sunderland make an **outstanding** contribution to the outcome Making a Positive Contribution. The JAR judgement was Good. The inspectors felt that "Aspects of the work are outstanding, but some BME children and young people say they experience high levels of racism". Since the JAR the Council has adopted a much more robust approach to equalities at all levels. We believe work in this area is now outstanding.

### 5.1 PROGRESS IN 2007-08

- Data collected by the Young People's Inspection Team indicates that 79% of young people receive **leaflets and information** that they need, while the number of young people accessing the **Youth Information Shop** has increased from 1270 to 1463
- Young people contributed to the **Youth Offer** by shaping Letsgosunderland.com, a website designed to provide young people with the right information to enable them to participate in positive activities
- 206 young people engaged in a range of positive activities using local resources and providers that gave them the opportunity to **build respect for and value their environment**
- The **Empowering Young People Pilot** provides 2200 economically disadvantaged young people aged 13 - 17 with £33 per month to enable them to access positive activities
- The number of youth sessions **at weekends** has been increased from 14 in 2006 to 41 in 2008, and a **mobile Youth Village** model had been developed to target and engage the hardest to reach young people
- **'Viewpoint'** software gives young people the opportunity to comment on the support they receive from the Youth Offending Service (YOS), and 92% of users reported that it had stopped them getting into further trouble
- Our YOS consistently performs at an **exceptional level**, being ranked 4th in the Youth Justice Board performance results and **outstanding** overall. It consistently delivers exceptional outcomes, is well resourced, and delivers best value
- In 2008 we secured **Beacon status for reducing re-offending**
- Sunderland has **kept custodial sentencing low** at 3.6%, against the national trend and despite a previous high rate of 12% in 1999. This has been achieved through effective alternatives to custody such as the Intensive Supervision and Surveillance Scheme, as well as strong partnership working with local courts
- For those children and young people leaving custody, the frequency and seriousness of their offending has been **reduced by 71%**

- Sunderland YOS is one of only 8 from 156 nationwide, to achieve **Level 5 performance**
- 100% of victims were **satisfied with the service** they had received from the YOS
- **Parenting interventions** for children and young people offending increased from 11.4% in 2007 to 23.5% in 2008
- Between 2006 and 2007, the YOS **Youth Inclusion and Support Panel (YISP)** Services received 269 referrals, of which 65% were assessed as children at risk of offending. Those who went on to work with the Wear Kids project did not offend during this time, while 72% did not go on to offend after the work had ended
- There has been a **9.4% decrease** in the number of First Time Entrants to the youth criminal justice system

## 5.2 OUR PLANS FOR 2008-09 INCLUDE

- Review the **Viewpoint consultation process** to improve analysis of service user views, and facilitate their contribution to service planning and delivery
- Ensure that 90% of cases from high-risk Final Warnings to Detention and Training Orders include **offending behaviour work**
- Ensure that 100% of YOS employees working with children and young people have had **safeguarding training**
- Ensure 25% of interventions include **direct restorative justice**
- Increase the number of **young person led projects** from 26 in March 2008 to 36 by March 2009
- Develop a framework for **involving young people and their families** in the commissioning of integrated youth services
- Increase the number of **young people from BME communities** accessing Derwent Hill
- Develop a plan to **reduce conception rates** among care leavers
- Develop and implement a **Citizenship and Volunteering Strategy** for Children's Services that will ensure that young people access an increased range of opportunities
- Put in place a strategic framework for responding to racist incidents

### 5.3 OUR PROGRESS AGAINST MEASURABLE OUTCOMES

<b>Be strong individuals, proud of their city and contribute to its future</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Engage children and young people	Increase from baseline the number of services using a recognised good practice tool to engage children and young people in service design and delivery	Baseline to be set by 30/9/07	To be set	-	To be set
	Number of young people involved in the Youth Participation Network	458	Increase by 240	770	Increase by 280
	Number of young people voting	2476	3000	9593	3250
	Number of young person-led projects	17	20	38	25
	Number of young people with a recorded outcome	3257	4071	3447	4071
	Number of young people with an accredited outcome	1620	2025	1638	2025
	Number of CLA involved in the Youth Participation Network	25	30	30	35
	Number of young people from BME groups involved in the Youth Participation Network	62	Increase by 43	82	Increase by 51
	Number of disabled young people involved in the Youth Participation Network	90	Increase by 54	177	Increase by 66

<b>Be aware of how their behaviour effects others and the importance of staying out of trouble</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Support those at risk of, and those offending	Number of first time entrants to the Youth Justice System	1017	5% reduction	921	5% reduction
	Rate of re-offending after 12 months by children and young people aged 10-17 years (based on YJB cohort methodology)	8.5% reduction	5% reduction	-	5% reduction
	Parenting – by working with 20% of parents of young people via the YOS – an increase in parents stating increased confidence in parenting	10%	20%	23.5%	20%
Support victims	Establish a baseline for: Victims participating in restorative processes in at least 25% of relevant disposals (sentences) referred to the YOS		To be set	40.4%	To be set
	Proportion of children and young people looked after (for 12 months or more) who offend compared to the general population	2.8	2	2.4 (Sept 04)	2
	(a) Percentage of young people receiving a custodial sentence assessed for LDD within Asset. (b) Percentage of (a) with a statement of special educational needs in place where this was sent to the relevant custodial establishment		To be set	-	To be set

## 6 Achieving Economic Well-being

For children and young people to achieve economic well-being, they need:

- to engage in further education, employment or training on leaving school
- to be ready for employment
- to live in decent homes and sustainable communities
- to have access to transport and material goods
- to live in households free from low income
- parents, carers and families who are economically active

**Children and young people tell us** they find public transport expensive, that they want to have nice homes to live in, and that they want to learn how to manage their money.

**Our priorities** are for children and young people to...

- Live in decent homes
- Get the right training, education and jobs

Based on the key judgements and Grade Descriptors we believe that local services in Sunderland make a **good** contribution to the outcome Achieving Economic Well-being. The JAR judged this outcome as Good. Since then there has been a successful transition of Connexions to the local authority and we have been successful in securing approval for the early delivery of all ten diplomas.

### 6.1 PROGRESS IN 2007-08

- **All homes in the social rented sector** are classed as decent, being safe, warm and dry
- Innovative arrangements between 3 collaborative sixth forms jointly managed by local 11-16 schools and City of Sunderland College (COSC), received national recognition when the College won **Beacon status** in 2007
- COSC have increased the number of L1 and entry level programmes offered in order to increase the number of students with **special educational needs and students from disadvantaged groups** accessing education post 16, including a 10-week taster programme for young asylum seekers
- COSC have differing start dates throughout the year to facilitate **individualized learning programmes**. Of 28 students (previously NEET) who started in 2006-07, 26 stayed in College, and of those, 23 moved on to other programmes
- In 2007, 7.73% of **Year 11 school leavers** went into training; 7.36% went into employment with training and 0.3% went into employment without training
- In 2006-07, 50 students undertook a **Young Apprenticeship** Programme in Engineering and Sports Management. In 2007-08 a further 90 students joined the scheme with Construction and Health and Social Care added to the programme
- All Work Based Learning (WBL) providers developed employer links with a focus on work placement and into work programmes. The number completing **Apprenticeships** rose from 408 in 2003 to 857 in 2006, well above the national average of 650
- As a direct outcome of a work related learning programme, Sunderland City Council offers 10 Apprenticeship placements each year to pupils who have completed the **Junior Intermediate Labour Market (JILM)** programme
- There are **improving trends** across the board in 14-19 attainment, including the percentage of young people achieving Level 2 and 3 by age 19, and the percentage of young people aged 16-24 achieving an Apprenticeship
- All secondary schools have pooled their **Direct Schools Grant** to deliver a collaborative vocational curriculum in 2 skills centres

- We have delivered steady **improvement in the number of young offenders in full-time employment, education or training** from 80.5% to 91% by implementing schemes such as the Resettlement and Aftercare Programme (RAP); Keeping Young People Engaged project (KYPE); and New Directions Project
- Sunderland YOS was one of only 8 to ensure that 100% of young offenders had access to **suitable accommodation**
- The YOS Intensive Supervision and Surveillance 'New Directions' Scheme has won national awards for its ability to **engage long-term unemployed offenders** in training

## 6.2 OUR PLANS FOR 2008-09 INCLUDE

- Establishing a mechanism for the Integrated Youth Board to ensure the **quality and standards of Information Advice and Guidance** made available to young people in the city aged 11-25, their parents and carers
- Establishing a **Connexions Youth Engagement Group** who will be involved in the design, delivery and evaluation of information, advice and guidance provision
- Establishing an **Activity Agreement Project** for unemployed young people aged 16-17, and develop Model 2 of the Project for those leaving education early
- Facilitating access to vacancies through **a programme of employer engagement**
- **Assessing all young people who are NEET** via the CAF and putting in place integrated, coordinated plans to reduce vulnerabilities and risk
- Developing links to an **NVQ training provider** to ensure that young people undertaking community payback are supported to achieve longer term EET outcomes
- Working with Year 10 and 11 pupils to discuss their **housing aspirations**
- Focusing our **capital investments** on non-decent properties

## 6.3 OUR PROGRESS AGAINST MEASURABLE OUTCOMES

<b>Live in decent homes</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
Identify need around homelessness	Number of Young People who return home having presented as homeless following successful intervention	To be set	To be set	139	-
Provide appropriate accommodation	Percentage of care leavers aged 19 living in suitable accommodation	79%	85%	91.7%	86%
	Average number of weeks that homeless families were in bed and breakfast accommodation during the year (BVPI 183a)	5	4	4	3
	Percentage of vulnerable households living in non-decent dwellings	34%	32%	28.6%	30%
	Number of supported housing places available for teenage parents	8	8	8	1.3
<b>Get the right training, education and jobs</b>		Baseline at Mar 07	Target Mar 08	March 08 actual	Target Mar 09
	The proportion of 16-18 year olds who are not in EET	10.7%	10.1%	13.5%	9.5%
	Percentage care leavers in EET	61.5%	67%	75%	71%
	Young offenders supervised by the YOS in full time EET	85.8	90.0	91%	To be set

## 7 Children and young people who need extra help

Whilst the Children and Young People's Plan is for all children and young people in Sunderland, the Children's Trust recognises that some children and young people need additional help to see them through difficult periods in their lives. The plan includes references to many of those times and to three groups of children and young people who may need additional help, who the Government asks all councils to give specific attention to.

### 7.1 CHILDREN LOOKED AFTER (CLA)

#### Progress in 2007-08

- Health care for CLA continues to be good. 91.5% of CLA had an annual **health assessment** and dental check. 100% of children with **adoption plans** have a permanence medical and all adopters are offered an individual interview with the adoption medical advisor. Every children's home has a **health coordinator** who meets with the specialist nurse each month
- An **Independent Advocacy Service** has been established through a commissioning arrangement with NCH, and is available to all young people making complaints. A leaflet promoting the **service** has been distributed. So far 14 young people have sought advice and 9 have accessed the service
- The number of **Looked After Reviews** held within timescale has risen to 96%, and 100% of CLA participated in their review. A working party of 8 young people and 8 staff reviewed Looked After Review Procedures
- **Training for carers** continues to improve. Most of our approved foster carers have completed TCI (Fostering), 13 carers are NVQ 3 qualified and a further 18 are on course to complete the qualification. Foster carers and prospective adopters receive training on health issues twice yearly
- We continue to place children for **adoption** successfully and the number of children placed for adoption increased from 26 in 2007 to 44 in 2008
- The **educational attainment** of CLA is improving steadily. The proportion of young people achieving more than 1 GCSE has risen from 65.8% in 2006 to 76.7% in 2007
- The **MAX card** scheme offers all CLA and their carers free or reduced entry to heritage and culture sites across the north-east, and usage of the card has increased by 300% since 2006
- A range of innovative prevention programmes for CLA who **offend or are at risk of offending** have been implemented, including a restorative justice coordinator in all Children's Homes, dedicated youth club, film project, and reduced reporting to the police, and have resulted in a **55% reduction** in arrests of young people in residential homes. The number of CLA who offend reduced from 45 in September 2006 to 35 in September 2007, which is on target
- When children leave care they continue to receive support. Y-Not? provides **social opportunities** for care leavers and participation in activities has increased. 16 and 17 year old care leavers are financially supported, while 7 care leavers who are at University are **financially supported** at a rate 300% above the recommended rate
- 92% of care leavers are in **appropriate accommodation** compared to 82% in 2007
- More CLA are engaged in service planning and decision making. Membership of the **4UM** consultation group increased by 30%, and 12 young people attend **Corporate Parenting Board** meetings and have been involved in the recruitment and selection of new staff. CLA have been **consulted on a wide range of policy issues** including the Prevention and Placement Strategy; the contents of the health file; the policy on overnight stays; recruitment of staff; and the sibling policy
- 15 CLA were involved in making 'Messed Up', a short film promoting awareness of **bullying** with an accompanying workbook and training tools

## 7 Children and young people who need extra help

- 18 CLA developed and ran a conference exploring **bullying and cyber-safety** for over 120 children's services and schools staff and pupils
- Children's Homes are working towards the **Anti-bullying Charter Mark** after Sunderland Youth Parliament approved the Children's Homes' version of the scheme, which was adapted from the original by the young people and staff from Revelstoke Road children's home

### 7.2 CHILDREN FROM BLACK AND MINORITY ETHNIC COMMUNITIES (BME)

#### Progress in 2007-08

- The **educational performance** of pupils from BME communities improved at Key Stages 2 and 4. There was a similar rate of improvement for pupils whose language is other than English
- Young Asian Voices (YAV) have a **new base** from which to meet and run activities. YAV hosted a five day **Cultural Exchange** for 15 young people from Glenbawn Youth Group in Belfast
- Increased local youth provision has included the establishment of a **transport scheme** for children and young people from BME communities and the delivery of 13 **REWIND anti-racism training** courses to 150 young people
- Increased numbers of children and young people from BME communities are visiting **Derwent Hill Outdoor Centre**, following 'taster visits' offered to parents
- Numbers of young people from BME communities involved in the **participation network** increased from 62 in 2007 to 82 in 2008
- The **Football First** project has worked with 1382 young people to challenge anti-social and racist behaviour. The scheme provides positive activities involving teamwork and looking at differences and diversity within communities
- The Community Philosophy Project, set up to promote **community cohesion**, has successfully engaged 90 young people including children and young people from BME communities
- Over the last 2 years all **unaccompanied asylum seekers** have been placed with culturally appropriate carers. Staff working with CLA receive specific training around the needs of children and young people from BME communities. The adoption panel has recently approved Sunderland's first adopters from BME communities
- Over 500 young people attended events that aimed to **challenge and educate around racism**. Banner Theatre Company performed a show called 'They get free mobile phones, don't they?' at the City of Sunderland College, while Show Racism the Red Card held an event at the Stadium of Light
- 3 members of the BME community successfully completed the **Introduction to Youth Work** course, and another seven students from the BME community started the course. Two further students achieved NVQ level 2 in Youth Work and another three are making good progress
- **The Word** rap group, who use music to examine issues of integration and cohesion, goes from strength to strength. Last year they performed to 3200 people from schools, colleges, universities and other agencies at the Sunderland Empire Theatre and also launched a single and music video called 'Life as We Live it' at the National Glass Centre

## 7 Children and young people who need extra help

### 7.3 CHILDREN WITH LEARNING DIFFICULTIES AND DISABILITIES (LDD)

#### Progress in 2007-08

- **Early support** is now embedded as practice for all children, through Health Coordinators based in Children's Centres, and Health Visitors, taking the lead role in coordinating service provision
- Portage is now coordinated by one of the special schools and delivered through all Children's Centres, which has resulted in an increase in the number of children accessing the service from 25 in 2005 to 41 in 2008
- Mainstream **Children's Centres and CAMH** services can now be accessed fully by children with LDD
- Children with LDD aged 14+ who attend special schools are engaged in planning for **transition** to Adult Services, and schools have been financially supported to increase pupil participation in transition meetings. **Person Centred Planning** is used with young people with LDD whose needs are complex to meet to ensure their voice is part of the planning process. 100% of young people with LDD aged 13-25 have a named **Connexions Personal Adviser**. Those in special schools have a specialist adviser
- Funding to support **pupils with high incidence, low level SEN** has been delegated to schools, resulting in a reduction in the need for statements from 1313 in 2006 to 1129 in 2007. The number of final statements issued within timescales increased from 57% in 2006-07 to 77% in 2007-08
- **Educational attainment** of children and young people with LDD is improving. The percentage of children not achieving level 3 or above at the end of KS2 is lower than the national average, and the gap between SEN and non-SEN pupils achieving above level 4 at KS2 is better than national. The gap between SEN and non-SEN pupils achieving 5 A\* - C grades at GCSE including English and maths is better than nationally
- 116 young people with LDD aged 13-19 participated in the **Inclusion Youth project** with 83 achieving a recorded outcome, and 196 young people with LDD participated in the **Annual Summer Programme** in schools and youth settings
- 51 parents, carers and young people are in receipt of **direct payments**, an increasing trend, which should improve through the Aiming High Programme

#### 7.4 OUR PLANS FOR 2008-09 INCLUDE

- Participating in the Government's **Narrowing the Gap** initiative to improve outcomes for vulnerable groups of children and young people, will be a key driver to deliver on our commitments to children and young people who are vulnerable
- Young people in children's homes will be offered **Chlamydia screening** as part of a programme commencing in July 2008
- In September 2008, a **virtual Headteacher** will take up post, with responsibility for outcomes for all CLA as well as for the transformation of education through Building Schools for the Future
- 82% of **Personal Education Plans (PEPs)** are now in place, and this will be increased to 100% by the end of Summer Term 2008
- Planned re-provision of the **school nursing service** will see school nurses take on the early support role for older children with LDD
- A review of CAMHs at tiers 3 and 4 will secure more access for children with LDD
- 76 young people are currently supported in short break care and 113 in leisure activities. **Aiming High for Disabled Children** will enhance this further and will offer more opportunity to be involved in service planning and implementation of provision

## 7 Children and young people who need extra help

- As part of the successful **Play Pathfinder** bid, an Adventure Centre will include specialist provision for disabled children, including an accessible sensory area. Non-specialist staff will be trained to meet the needs of children and young people with LDD
- Informed by learning from a **Transition Planning Pilot** undertaken by Portland School, person centred planning techniques are being developed in Year 9 reviews for pupils with LDD
- YOS will support the **ADHD Parenting Programme Pilot** to ensure that parenting programmes are sensitive to the needs of parents of young people with LDD who offend
- The creation of a new **LDD strategy** will provide an over-arching strategic framework to co-ordinate key work streams
- Expanding the **range of resources available** for work with racially motivated offenders and other hate crimes
- Expanding the **range of culturally sensitive resources** for work with black and ethnic minority offenders

## 8 The Change for Children and Young People Strategy

The Children and Young People's Plan clearly sets out **what** we will do to improve outcomes for children and young people. Our Change for Children Strategy sets out **how** we are going to deliver services to help us achieve those improved outcomes.

During the first year of the Change for Children Strategy it became clear that progress on some of the 11 themes originally identified would be accelerated if themes were merged into a larger, more coherent area of work. Consequently, Integrated Services and Prevention merged to become Preventative Practice and Service Integration, Workforce Development was expanded to include Human Resources, and Resourcing the CYPP became subsumed within Joint Commissioning.

Change for Children Strategy themes 2007-08	Change for Children Strategy themes 2008-09
1 Integrated services	1 Preventative Practice and Service Integration
2 Parenting	2 Parenting
3 Prevention	3 Safeguarding
4 Safeguarding	4 Attainment and the ECM agenda
5 Attainment and the ECM agenda	5 Children and young people's participation
6 Children and young people's participation	6 Equality and Diversity
7 Equality and Diversity	7 Children and young people who are vulnerable
8 Children and young people who are vulnerable	8 Human resources and workforce development
9 Workforce development	9 Joint commissioning
10 Joint commissioning	
11 Resourcing the CYPP	

Developing integrated services within Children's Trust arrangements requires change at all levels to create a comprehensive system of integrated working. This section reviews our progress in making those changes in Sunderland.

### 8.1 PREVENTATIVE PRACTICE AND SERVICE INTEGRATION

#### Progress in 2007-08

- The **Common Assessment Framework (CAF)** is being rolled out supported by an integrated working practices toolkit for frontline staff and a workforce development programme. Between January and June 2008, 56 CAF assessments were completed and teams around the family established. Of these, 53 remain open and work continues with these families. The number of CAF assessments has quadrupled since March 2008
- A **Prevention** Working Group is reviewing current provision and proposing future spending plans
- The Teenage Pregnancy and Substance Misuse Partnerships have merged into a **Risk and Resilience Partnership** to strengthen strategy and commissioning of services for improving outcomes in these areas

#### Our plans for 2008-09 include

- The **CAF rollout plan** will see the Children's Workforce trained across the city by October 2008
- A draft **Prevention Strategy** for services to children and young people in Sunderland will be developed by March 2009

### 8.2 PARENTING

#### Progress in 2007-08

- A Parenting strategy has been produced that will ensure that **information and support is available where and when parents need it** in order to support them in guiding their children along the path from birth to adulthood
- **Parenting programmes** to support the mental health and emotional well-being of children and young

## 8 The Change for Children and Young People Strategy

people are being delivered by CAMH Services, and include the Solihull Approach, Social Baby, School Family Nurture Programme, Incredible Years Programme and Mellow Parenting. Social baby groups were introduced in April 2007. Thirty groups are run by Community CAMHS, and 300 parents have been offered places on Incredible Years groups since 2006

- The **LDD strategic partnership** now has 3 parent representatives while 2 parents have joined **Adult Services** planning groups. The annual Parent Carer Forum considered how to develop a strategy for parental involvement
- Services have been improved following consultation with parents. A survey with parents on current **short break provision** for disabled children led to plans to increase day-break provision. An audit of parents' views on the **community paediatric service** was carried out and a 6 month follow up is planned. A nurse-led enuresis survey led to appointments being provided outside the school day. The first stage of consultation on the **review of SEN provision** has been carried out
- An extensive consultation strategy in relation to the **re-provision of CAMHS** and learning disabilities services has been produced
- A survey on **summer youth schemes** revealed that parents are happy with current provision

### Our plans for 2008-09 include

- Implementing the Parenting Strategy

## 8.3 SAFEGUARDING

### Progress in 2007-08

- During 2007-08, 265 staff from all partner agencies attended **safer recruitment training**, and the need for multi-agency training around **unborn baby** procedures was identified and met
- Following the JAR we commissioned IDEa to carry out a **peer review** and work with key staff to further develop an outcomes based culture
- A multi-agency group **reviewed Children in Need procedures**, and new procedures were launched in October 2007, and are now firmly embedded in Sunderland Safeguarding Children Board (SSCB) procedures
- The Director of Public Health was appointed as interim chair of SSCB, and we plan to appoint a permanent **independent chair** by October 2008
- A comprehensive review of SSCB structure, governance and financial arrangements is near completion and a draft **business plan** was approved in June 2008

### Our plans for 2008-09 include

- To conclude the appointment process for **independent chair** of the SSCB

## 8.4 ATTAINMENT AND THE ECM AGENDA

### Progress in 2007-08

- In the 2007 Audit Commission schools survey, which assesses how satisfied schools are with council children's services, schools rated 92% of the indicators as "satisfactory" or "above satisfactory"
- Schools' progress towards achieving the **Anti-Bullying Charter Mark** continues, with the number of schools registered rising from 23 in 2007 to 35 in 2008
- A number of projects to support **attainment in reading, writing and maths at Key Stage 1** were introduced. **Key Stage 2 results were excellent**, with good results for pupils from black and ethnic

## 8 The Change for Children and Young People Strategy

minority communities. None of our schools were below **floor targets in KS3** English or maths and pupils at KS4 recorded the city's **highest ever GCSE results**

- The **ACE project** successfully engaged a group of CLA with complex needs, and the project was successfully mainstreamed when its original funding ended. Through the project, 17 schools and 1 PRU accessed funding that was used for additional tuition, laptops to support learning in the home, and additional teaching assistant support. 6 young people accessed individual programmes to address learning and social needs, 11 accessed music and photography projects and 5 young people completed a GCSE photography course. One young person received a Young Achievers Award for Art

### Our plans for 2008-09 include

- Continuing progress on the **Building Schools for the Future (BSF)** programme, including the unique 'Sunderland Model' academies, co-sponsored by the Council. One 5-16 'all through' academy will open in September 2008, with two more open in 2009. Housed in state of the art buildings, academies will take on the challenge of some of the most economically deprived areas and will play a full part in the secondary schools partnership across the city

## 8.5 CHILDREN AND YOUNG PEOPLE'S PARTICIPATION

### Progress in 2007-08

- The publication of a 5 year **Participation Strategy** has strengthened the well established infrastructure and set out a vision and plan to ensure all children and young people are given the opportunity, skills and support to actively participate in decision making processes and shape the services they need
- Involvement in the **Youth Participation Network** increased from 458 to 770, with the number of disabled young people increasing from 90 to 177, and the number of young people from BME communities increasing from 62 to 82
- More young people were engaged in **Council democracy** through a strengthened Sunderland Youth Parliament (SYP) which regularly meets politicians and senior officers, including the City Treasurer on budget consultation • 9,593 young people voted in the **UK Youth Parliament elections**, an increase of nearly 2000, while 48 young people engaged in 6 local area forums
- **'We're all Ears'** events engaged 183 young people, and identified issues for the Young People's State of the City Debate. The debate was attended by 76 young people, and covered 6 themes including crime and safety, transport and education
- The Youth Development Group supported young people to manage the **Youth Opportunity and Youth Capital funds**, with 23 youth-led projects receiving a total of £318,051. Since 2006, 370 young people have been involved in leading the projects and a total of 5,579 young people have benefited. 12 young volunteers have been trained to assess applications and are part of the grant making Youth Board
- Nine young people from Leaving Care, B2B+, City Equals, the Young Persons' Inspection Team and Sunderland Youth Parliament were the first to participate in the **scrutiny process** of the Making a Positive Contribution and Economic Well-being Service
- The annual Youth Service conference, **Youthinc 3**, brought together 143 young people from across the city to discuss key issues that impact upon young people in Sunderland, and to meet with local Councillors and senior figures within Children's Services
- 12 children and five young people participated in the **11 MILLION Takeover Day** on 23 November. The children worked to identify one thing that would make them feel safer in the city, while the young people job shadowed Children's Services staff to gain an insight into their work
- Our well established forum for young people with LDD, **City Equals**, promotes and campaigns on disability issues and has its own website. Members delivered two disability awareness workshops and are represented on Sunderland Youth Parliament

## 8 The Change for Children and Young People Strategy

### Our plans for 2008-09 include

- Establishing a **Strategic Group** to oversee the implementation of the Participation Strategy action plan
- Engaging more children and young people in the preparation of a new **Children and Young People's Plan**

### 8.6 EQUALITY AND DIVERSITY

#### Progress in 2007-08

- The Council has reviewed and updated its **Race Equality Scheme** and commissioned an independent review of community cohesion
- A multi-agency **Tackling Racism** group has been established to co-ordinate the range of anti-racism activities in the city, and to agree actions and targets to ensure children and young people from BME communities feel safe
- Children's Services Directorate has its own **Equality Action Plan** and progress is monitored quarterly
- Reported racist incidents are recorded and monitored by the Sunderland Partnership using the **ARCH system**
- The Youth Development Group has delivered 13 **REWIND anti-racism training** programmes to 150 young people
- The Council has carried out a self-assessment and declared that Level 3 of the **Equality Standard for Local Government** has been achieved
- The **Football First** project has worked with 1382 young people to challenge anti-social and racist behaviour **Our plans for 2008-09 include**
- Foreign Secretary David Miliband joined Sunderland AFC Foundation trustee Niall Quinn in May to launch the **Football First anti-racism campaign**, which will run throughout the 2008-09 Premiership football season
- A **Family Festival** Celebrating Diversity and Combating Racism will be held to celebrate shared cultural experiences through food, music, dance and sport. The event aims to encourage a positive awareness of the issues of racism and prejudice

### 8.7 HUMAN RESOURCES AND WORKFORCE DEVELOPMENT

#### Progress in 2007-08

- We have strengthened our **Workforce Development Strategy** by engaging more partners in the Strategy Group, appointing a Workforce Development Manager, reviewing and amending the Strategy, improving recruitment and retention of staff, strengthening training and development activity to drive the Change for Children Agenda, appointing a School Workforce Census Officer to support and inform collection of more detailed data and reviewing the minimum data set for the Children's Workforce
- **Regional funding** was secured for an initiative to encourage and enhance the participation of children, young people and their families in local children's workforce development and reform. The work will engage CLA in staff induction
- The Council was re-accredited as an **Investor in People**
- 9 young people were involved in the **recruitment and selection** of the new Head of Safeguarding, while 10 young people working with the YOS completed recruitment and selection training. Now fully trained, they will have an active role in future appointments within the service

## 8 The Change for Children and Young People Strategy

### Our plans for 2008-09 include

- have in place a **Workforce Development Strategy** to recruit and retain high quality staff to effectively deliver services that are locally accessible
- assess training and skills needs to establish a **Workforce Development Plan** that builds capacity and delivers excellence

### 8.8 JOINT COMMISSIONING

#### Progress in 2007-08

- The Terms of Reference of the **Joint Commissioning Group** have been replicated for all aligned partnerships
- A **Joint Commissioning Group (JCG)** has been established, and the DCSF Framework has been endorsed
- We have an agreed vision to work toward an **age band model of outcomes based commissioning** and an agreed **definition** of commissioning
- We have **audited** current partnership and commissioning arrangements and produced **Service Planning Guidance** using a 9 stage model
- We have drafted a **Commissioner's Handbook** on Planning and Commissioning and held **Workshops** to look at language, the analysis tool, and the role of a joint commissioning unit
- Joint working arrangements with Corporate Services have been established to support **capacity building** and commissioning in the third sector
- Sunderland has contributed to a **Regional Commissioning Partnership** that has been set up to establish regional and sub-regional commissioning projects
- We have set timescales for aligned partnerships to have established integrated commissioning arrangements with **service agreements** in place with current service providers (31 March 2008); to announce their **commissioning intentions** (Sept 2008) for the year(s) beginning April 2009; to commission services (April 2009), having completed their first **annual integrated commissioning cycle**

#### Our plans for 2008-09 include

- aligned partnerships will have **service agreements** in place with current service providers
- aligned partnerships will announce their **commissioning intentions** for the year(s) beginning April 2009
- aligned partnerships will commission services having completed their first **annual integrated commissioning cycle**

## 9 The Children's Trust

The **Golden Thread** is a performance management tool that works on the principle that there is a clear and obvious line or thread linking plans and strategies from the highest level, such as the Sunderland Strategy, right through to service and team plans so that teams know the part they play in delivering outcomes. It ensures that each member of staff can be confident of their contribution to the improvement of outcomes for children, young people and families. The Golden Thread is demonstrated through **robust strategic planning** which reflects shared ownership of priorities from the Local Strategic Partnership to the Children's Trust, to improve outcomes for children and young people. Strategic planning covers four areas of development: inter-agency governance, integrated strategy, integrated front-line delivery and integrated processes.

### 9.1 INTER-AGENCY GOVERNANCE

- The Sunderland Strategy 2008-2025 has 5 strategic priorities (themes) aligning to the Every Child Matters and Department of Health outcomes frameworks for children and adults. Children's Services has representation on the reorganised **thematic partnerships**
- 8 out of 33 priorities in the **Local Area Agreement** are children and young people indicators, plus the 16 statutory attainment indicators
- Children's Services Directorate has contributed to a Resources and Commissioning Framework for the **Voluntary and Community Sector** in the city to secure a children and young people focus
- Children's Services drives its **core business** through a range of **joint working arrangements** involving schools and key partners in the voluntary and statutory sectors
- In an innovative arrangement, the **Health Lead** for Children is a member of the Children's Services Leadership Team and is seconded into Children's Services from the Primary Care Trust for 2 days per week
- **Strong partnership planning** between sponsors, headteachers and local employers around the Sunderland Model of academies was praised in the JAR and will result in 3 new schools by September 2009
- In January 2008 **Sunderland Safeguarding Children Board (SSCB)** began a root and branch review of structure and governance to secure greater multi-agency awareness of the role of SSCB. The appointment process for an Independent Chair is underway and a new business plan has been drafted

### 9.2 INTEGRATED STRATEGY

- Strong partnership working around services for **disabled children** was recognised in the JAR, and progress is reflected in a successful bid for **Aiming High** Pathfinder Status. A major review of LDD Strategy is underway
- Effective collaborative working in the **14-19 Steering Group** has resulted in Sunderland being one of only 5 Local Authorities that will deliver all ten Diplomas by 2009
- The Teenage Pregnancy and Substance Misuse Partnerships have merged into a **Risk and Resilience Partnership** to strengthen strategy and commissioning of services for improving outcomes in these areas
- Youth, Parenting and CAMHS Partnerships are well advanced in formulating **commissioning strategies**, reflected in successful bids for Empowering Young People Pilot, Family Pathfinder (+ young carers) and Family Nurse Partnership
- Early Years and Childcare Partnership is transforming into a 0-7 Commissioning Partnership as part of the Trust's vision for **age-band commissioning** of services for children and young people
- YOS continues to achieve excellence. Progress is reflected in achieving Beacon Status for reducing re-offending

## 9 The Children's Trust

### 9.3 INTEGRATED FRONT-LINE DELIVERY

- Strategies are driving **integrated working practices** at team and locality levels through Children's Centres and integrated teams
- New **integrated teams** providing locally based preventative services include Child and Family Support Service, CAMHS Teams, Targeted Youth Support Team, and Behaviour Improvement Teams

### 9.4 INTEGRATED PROCESSES

- Children's Trust has strong partnership procedures in place, recently validated by **an internal audit report**
- **Planning and commissioning arrangements** are in place supported by a 'Commissioner's Handbook' and a workforce development programme ranging from induction to skills training
- Roll out of **Common Assessment Framework** continues supported by practitioners toolkit and workforce development programme
- The Children's Trust **Workforce Development Strategy** underpins the process for change

# 10 Planning for the future

Over the past 12 months, three key national drivers have emerged that will shape the future of Children's Services locally:

- The Children's Plan
- Statutory guidance on the duty to cooperate
- Eradicating child poverty

## 10.1 THE CHILDREN'S PLAN

The Children's Plan is the government's 10-year strategy for children, published in December 2007 by the Department for Children Schools and Families (DCSF). It is an ambitious strategy with a rightly ambitious aim – to make Britain the best place in the world for children to grow up. The Plan responds to the challenges that face all children today, and to the fact that some children still don't have the same opportunities as others. It also sets out plans to create more consistency in the services offered to children and families.

It is reassuring that in Sunderland, we are already focusing and making progress on the 5 core principles highlighted in the Plan.

### 1. Parents are at the heart of the Children's Plan

Our new **Parenting Strategy** will ensure that information and support is available where and when parents need it in order to support them in guiding their children along the path from birth to adulthood.

### 2. Children and young people need to enjoy their childhood

Sunderland is one of 20 play pathfinders to be **awarded £2.5million** to build new and update existing play areas.

In the last academic year, there were **1,540 out of school hours clubs** running in schools in Sunderland.

### 3. All children have the potential to succeed

We know that early education can make a real difference especially for disadvantaged children. In Sunderland, 302 **additional vulnerable children accessed childcare** in 2007-08.

Sunderland is delighted to have the opportunity to provide **Every Child a Reader and Every Child Counts** from September 2008. **Every Child a Writer** will complete the package of support for children who are struggling to acquire basic skills and we hope to attract a similar level of funding to allow schools to engage with Every Child a Writer once it becomes available.

### 4. Services need to be shaped by and responsive to children, young people and families

Secondary schools are expanding the range of education offered to children. This includes **vocational developments at Harraton and Pallion Skills Centres** and greater involvement with work based learners and the voluntary sector. These arrangements are also used when children move into Sunderland from other areas in Year 11.

### 5. It is always better to prevent failure than tackle a crisis later

Our **17 Children's Centres by December 2007** will ensure that every family in the most disadvantaged areas has access to Children's Centres services, while the centres will also be developed to serve families outside these areas.

As one of only 25 local authorities that will begin the **Targeted Mental Health in Schools** project, Sunderland will be able to deliver better support to children who are at risk of developing mental health problems and those who are already experiencing problems.

### New priorities highlighted in the plan, which we now need to consider are:

- The impact of new media on children and young people including safe use of the internet and violent video games

We will look closely at Tanya Byron's report and incorporate actions into the new Children and Young People's Plan to be written in 2009 to ensure that children and young people in Sunderland can enjoy the benefits of new media while minimising the risks.

## 10 Planning for the future

- The impact of advertising and other commercial activity on children and young people

There is not yet enough evidence to show whether commercial activity such as advertising is damaging to children and young people, so a new national assessment will try to determine the facts. We will consider the findings of the report and take appropriate action in Sunderland around this safeguarding issue.

### **New performance measures accompany the 2020 targets in the Children's Plan and are designed to challenge local authorities:**

These are set substantially higher than local authorities are currently performing, but it is useful to consider how we are performing against these targets now, to judge what needs doing over the next 12 years.

#### **Every child ready for success in school, with at least 90% developing well**

- There is no proper definition as yet for 'developing well'. The closest existing target is that children must achieve at least level 6 in all areas of Foundation Stage Profile, which represents 'a good level of overall achievement'. In Sunderland, 44% of children have a good overall level of achievement across the main areas of FSP

#### **Every child ready for secondary school with at least 90% achieving at or above the expected level in both English and maths by age 11**

- In Sunderland, 70% of pupils achieve level 4 or higher in both English and maths at Key Stage 2

Every young person with the skills for adult life and further study with at least 90% achieving five higher level GCSEs by age 19, and at least 70% achieving equivalent of two A levels by age 19

- At present we only record GCSE results for pupils up to the age of 16, and 59% of Sunderland pupils achieve 5 or more A\*-C grades at GCSE. Recording results for students up to age 19 is tied in to proposals to raise the school leaving age, and preparation for this is already underway in Sunderland through our strong 14-19 Partnership

#### **Parents are satisfied with the information they receive**

- In 2007, 98.5% of those who responded rated the Children's Information Service either good or excellent, and 99.5% said they would recommend the service to friends or relatives. The Children's Information Service has recently become the Families Information Service, and now provides free, accurate, up to date, reliable, comprehensive and unbiased information and advice on a range of services for children and young people of all ages

#### **Young people participate in positive activities**

- Our engagement of children and young people was commended in the JAR and good work in this area continues. The UK Youth Parliament election was successfully concluded on 7 March 2008 with 9593 young people voting. This is an increase of 1997 voters from the last election two years ago. In the last year, 23 youth-led projects have received more than £318,000 to run their own projects. Since 2006, 370 young people have been involved in leading the projects and a total of 5,579 young people have benefited. 12 young volunteers have been trained to assess applications and are part of the grant making Youth Board

#### **Reduction in proportion of overweight and obese children**

- 12.6% of our 4-5 year olds and 21.4% of our 10-11 year olds are **overweight or obese**. A comprehensive review of the childhood obesity pathway is underway, and will result in making commissioning recommendations, developing interventions and realigning Council services to support children and their families at various levels of the pathway. Early analysis indicates a gap in multi-modal targeted interventions (physical activity, nutrition and psychological health). Additional resources have been identified through Choosing Health to commission services to narrow the gap, and NI 56 (Obesity in children in Year 6) has been adopted as part of the Local Area Agreement

## 10 Planning for the future

### **Eradicating child poverty**

- At 29.3%, the proportion of children living in poverty in Sunderland is higher than the national average of 21.3%. This will be tackled through a city-wide approach, co-ordinated through its inclusion in the Sunderland Local Area Agreement

### **Preventing youth offending**

- Sunderland Youth Offending Service again topped the national performance tables in 2007. The rate of custody for our young offenders has dropped from 12% in 1999 to a current figure of 3.6%, with no negative impact on levels of offending, through improving access to accommodation and mental health services

We clearly have more to do in some areas than in others. The Children's Plan is a welcome addition to the children's services agenda, and sets out a long term strategic direction that will underpin future planning to improve outcomes for children and young people in Sunderland.

## **10.2 STATUTORY GUIDANCE ON THE DUTY TO COOPERATE**

In April 2008, the Department for Children, Schools and Families released **Statutory Guidance for Children's Trusts on inter-agency cooperation to improve the well-being of children, young people and their families**. This guidance expands upon section 10 of the Children Act (2004) to further define agencies' duty to cooperate to improve children's well-being. The guidance recognises the structural and systemic changes achieved through the creation of Children's Trust arrangements, and moves this agenda forward by placing greater emphasis on the cultural changes needed to ensure that the established Children's Trust arrangements lead to demonstrable improvements in children's well-being. This implies a new leadership role for the Children's Trust, while there is an expectation that all schools will contribute to local Trust arrangements to ensure shared responsibility for improving outcomes for all children in the area.

Sunderland Children's Trust has strong processes and procedures in place, recently validated by internal audit:

- Robust **strategic planning** is in place which reflects shared ownership of priorities through the 'Golden Thread' from the Local Strategic Partnership, to the Children's Trust, to improving children and young peoples outcomes
- Children's Services drives its core business through a range of **joint working arrangements** involving schools and key partners in the voluntary and statutory sectors
- In an innovative arrangement, the **Health Lead** for Children is a member of the Children's Services Leadership Team and is seconded from the Primary Care Trust for 2 days per week into Children's Services
- The **Children's Trust** is chaired by the Lead Member for Children's Services and the **Children's Trust Strategic Partnership** is chaired by the Director of Children's Services. Both have extensive partner involvement and representation from the Voluntary and Community Sector has recently increased

The Children's Trust will now move towards evidencing practical improvements that have resulted from its work.

## **10.3 ERADICATING CHILD POVERTY**

3.8 million children - one in three - are currently living in poverty in the UK, one of the highest rates in the industrialised world. The Government has made a promise to halve child poverty by 2010 and eradicate it by 2020. Although 600,000 children nationally have been lifted out of poverty since 1997, this progress has now stalled. Renewed impetus is needed locally and nationally to ensure the 2010 target is met.

Poverty can have a profound impact on children and young people, their family, and the rest of society. It often triggers a spiral of social exclusion, creating problems in education, employment, mental and physical health and social interaction. For instance:

## 10 Planning for the future

- **Poverty shortens lives**

A boy in Manchester can expect to live seven years less than a boy in Barnet. A girl in Manchester can expect to live six years less than a girl in Kensington, Chelsea and Westminster

- **Poor children are born too small**

Birth weight is on average 130 grams lower in children from poorer parents, and this is closely associated with infant death and chronic diseases in later life

- **Poverty shapes children's development**

Before reaching his or her second birthday, a child from a poorer family is already more likely to show a lower level of attainment than a child from a better-off family. By the age of six a less able child from a rich family is likely to have overtaken an able child born into a poor family. Children growing up in poverty are more likely to leave school at 16 with fewer qualifications

- **Poverty increases risk**

Children aged up to 14 from poorer families are 5 times more likely to die in an accident than other children, and 15 times more likely to die in a fire at home

Poverty then has a serious impact on outcomes for children and young people, and undermines our efforts to improve outcomes for all children and young people through the Children and Young People's Plan.

At 29.3% the proportion of children living in poverty in Sunderland is higher than the national average of 21.3%, which equates to 20,011 local children. To address this, child poverty has been included as a **Priority Improvement Target** within the priority to create a prosperous city in Sunderland's Local Area Agreement 2008-11. The focus of this priority is to create an enterprising and productive global city which provides jobs and careers for generations to come.

The responsibility to eradicate child poverty extends beyond the Children's Trust and sits with the Sunderland Partnership. Their aspirational Sunderland Strategy sets out the vision for the city in 2025 and outlines the challenges that partners will tackle so that the vision can be realised. The **Sunderland Strategy 2008-2025** has 5 strategic priorities (themes) aligning to the Every Child Matters and Department of Health outcomes frameworks for children and adults. Sunderland Partnership has a solid and extensive track record of partnership working in Sunderland with a broad and committed membership that represents key stakeholders in the city. Children's Services has representation on the reorganised **thematic partnerships**, ensuring that the needs and entitlements of children and young people are represented.



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.

All information correct at time of going to press  
Published December 2008



Designed and printed by City Print  
ed15096