



**CHILDREN AND YOUNG PEOPLE'S PLAN 2009/10**

**ANNUAL REPORT 2010**

**COMPILED BY: Joint Commissioning Team,  
Children's Services**

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## 1. PURPOSE OF THIS DOCUMENT

The Children and Young People's Plan (CYPP) Annual Report 2010 aims to provide

- A progress update on the ten priorities and related actions and targets in the CYPP 2009/10
- An overview of partnerships' priorities
- An overview of priorities that cut across the whole of the Children's Trust

## 2. INTRODUCTION

The CYPP Annual Report 2010 provides an overview of the progress made against the priorities and actions in the CYPP 2009/10. These priorities and actions have now either been completed or changed and progressed as a result of changes in national policy and/or local delivery; one of these conclusions is reflected in each progress update.

The CYPP 2009/10 contained outstanding actions from the CYPP 2007-09 and provided an overview of plans to transform the CYPP from 2010 onwards. The CYPP Annual Report 2009 describes the CYPP 2009/10 as:

*"...a transformational plan providing continuity for the priorities and actions in the CYPP 2007/9 as well as setting out the planning process for establishing a 15 year strategy for the Children's Trust.*

*The 2009/10 plan:*

- *Reiterates the ethos and principles of Sunderland Children's Trust and the context in which the Children's Trust operates*
- *Provides an overview of our review into the CYPP 2007-09*
- *Identifies the priority outcome areas within the ten priorities of the Children's Trust*
- *Sets out the process for developing the 15 year commissioning strategy. "*

Whilst the CYPP 2009/10 was being implemented, the future of the Children and Young People's Plan was being discussed by the Children's Trust and various stakeholders. Consequently, in October 2009, the Children's Trust undertook a comprehensive Needs Assessment, one of the key catalysts leading into the Children's Trust's fifteen year strategy and the first of five three year delivery plans.

### 3. KEY ACHIEVEMENTS

The following headlines highlight some key achievements and impact in 2009/10 linked to our outstanding actions from the CYPP 2007/9:

#### Positive contribution and economic wellbeing

- fewer young people are 'not in employment, education or training',
- increase in weekend youth provision including 'XL youth village' and 'youth buses'
- more young people are engaged in positive activities
- more opportunities for young people to volunteer
- fewer first time young offenders
- reduced offending amongst young people in care
- improved support to victims of crime

#### Healthy

- opening of 'wellness centres' across the city
- more initiatives to reduce obesity
- more young substance misusers are in receipt of support and treatment
- more parents are breastfeeding
- fewer mothers are smoking during pregnancy
- high levels of immunisation rates are being sustained
- higher % of schools have achieved Healthy School status
- 'targeted mental health programme' delivered in 23 schools
- All schools have a dedicated lead for mental health

#### Safe

- more schools have an accredited Anti-Bullying Policy
- more young parents are receiving childcare advice and support
- fewer repeat incidences of domestic violence
- more children and young people feel safe from crime
- more schools have a school travel plan

#### Learning and sharing

- improved performance for early years and childcare provision
- very good school attendance
- low number of permanent exclusions
- more young people achieving 5 or more A\*-C grades at GCSE
- increased access to parenting programmes and information
- website for disabled children was re-launched
- increased use of multi-agency 'teams around the family' to address needs

## 4. PROGRESS UPDATE

### 4.1 The ten priorities

The CYPP 2009/10 retained the ten priorities of the previous plan, the CYPP 2007/09 whilst including only those actions which either,

- had not been completed by 31 March 2009 or
- were ongoing.

The progress update below demonstrates what activity took place during 2009/10 and how well outcomes were improved/achieved.

#### Priority 1: Be strong individuals, proud of their city and contribute to its future

##### Establish a mentoring and advocacy service for children and young people

**Action:** Establish and evaluate the impact of a mentoring and advocacy pilot through peer mentoring for children and young people who offend.

**Progress made:** In 2009/10 the Youth Offending Service completed a pilot through which young people from Sunderland College were trained as peer mentors. The pilot included a residential at Derwent Hill where mentors and young people were matched. An evaluation of the pilot identified best practice which has been used to support individual young people accessing mainstream YOS services to become young mentors. For example, a young female peer is mentoring other young people undertaking the Phoenix Fire Safety project.

##### Integrate services for young people

**Action:** Involve young disabled people in the implementation and monitoring of the Council's Disability Equality Scheme.

**Progress made:** During 2009 the Government announced plans for a Single Equality Scheme to be introduced during 2010 and 2011. Our plans to involve young disabled people have been revised to accommodate this policy change and will include a consultation exercise with the Independent Advisory Groups and also young disabled people.

During 2009/10 we continued to engage and involve young disabled people on a range of issues affecting their lives. Specifically, they were fully engaged in the development of the Aiming High Project to enhance short-break care.

#### Priority 2: Be aware of how their behaviour affects others and the importance of staying out of trouble

**Action:** Supporting those at risk of offending and those who have offended.

**Progress made:** The Wear Kids programme aims to prevent children and young people from entering the criminal justice system by identifying the most at risk young people and engaging them and their families. During the latter part of 2008/9 Department of Children Schools and Families (DCSF) funding enabled a wider provision of prevention services to be available.

- Challenge and Support programme
- Youth Crime Family Intervention Programme.

The Youth Offending Service (YOS) was identified as a Beacon for Reducing Re-offending by the IDEA Beacon scheme with Beacon status until June 2009. Since then Sunderland YOS continued to deliver the projects and programmes that led to the Beacon award.

The number of First Time Entrants (FTEs) has reduced year on year and far exceeds the target of a 1.9% reduction year on year.

In 2009/10, the YOS achieved a 26.7% reduction in re-offending. In the same year a higher percentage of young offenders were supported in education, employment and training.

**Action:** Supporting victims of crime.

**Progress made:** Agencies work together to support victims, including Northumbria Probation, Victim Liaison Officers and the YOS. The YOS has a dedicated Restorative Justice Team, which includes specialist victim support workers and a Young Victims Action Plan to ensure a range of support is offered to young people who are victims of crime. Specialist support is offered, e.g. support for victims of sexual offences.

A DVD has also been developed by working with young people who have offended, young victims of crime and parents to provide information to young people and their families about where young victims can access support

### Priority 3: Make positive lifestyle choices

#### Increase number of children and young people participating in physical activity and choosing healthy diet and reduce the rate of increase in childhood obesity

**Action:** Provide new opportunities and access for young people by developing 5 community wellness venues.

**Progress made:** During 2009/10 the Wellness Centres were identified and plans developed to introduce the LAF (Lifestyle Activity Food) programme which supports children aged 5 to 15 years and their families. The programme, launched in May 2010, takes a healthy lifestyle approach, is fun and interactive and is run at various venues, times and days across the city, including Saturday mornings. Fun and practical sessions are designed to encourage people to eat well, move more and live longer. Those who participate have the opportunity to try new activities and can access free or discounted physical activity/wellness centre sessions.

**Action:** Identify at risk (<2 years) and overweight/obese children (in reception and year 6) and offer evidence based community weight management interventions.

**Progress made:** During 2009, it was agreed to fund the Children's Weight Management Programme in Sunderland, to commence 1 April 2010, for 3 years. The programme is a multi-component Tier 2 and Tier 3 service, which assesses, treats and manages overweight and obesity, as part of a life course approach to treating and managing obesity in Sunderland. The programme is offered to those aged 2 to 16 years, who attend an 8 week programme of weekly sessions to encourage families to get involved in healthier lifestyles.

Sunderland is a pilot site for the HENRY Programme (Health Exercise Nutrition for the Really Young), which began in January 2010 at Ryhope Children's Centre. The programme aims to work with parents of babies and pre-school children to prevent childhood obesity. The pilot will be rolled out to Valley Road Children's Centre and Bumps2Babies during 2010, and is due to be completed November 2010.

Triple H (Healthy, Happy Helpers) – Triple H is an interactive programme for 2 to 4 year olds and their parents/carers. It rewards positive behaviours with regard to healthy eating, being physically active and good oral health. The programme began in January 2010 and is delivered across all 17 children's centres. The programme will be concluded in November 2010.

### Reduce substance misuse amongst children and young people

**Action:** Identify areas of high risk and secure priority access to substance misuse information, advice, education and services provided by trained staff.

**Progress made:** Needs analysis has identified high risk groups and 'hot spots'. Youth Drug and Alcohol Project (YDAP) staff began working with XL Village to bring advice and service accessibility to hot spot areas in the city. There has been an increase in the number of young people entering and receiving treatment. All schools and other agencies have been trained in screening for substance misuse to enable more effective referrals for treatment.

### Priority 4: Lead healthier lives

#### Reduce mortality rates in children aged 1 year or less

**Action:** Increase the numbers of mothers initiating breastfeeding through structured intervention from first ante-natal contact to delivery.

**Progress made:** Breastfeeding rates have increased from 17.3% in March 2009 to 25.4% in March 2010. As well as having a Breastfeeding Co-ordinator in place (appointed in November 2009), interventions that are offered include

- Sunderland is working towards achieving UNICEF Breastfeeding Friendly Status and it is anticipated that all three stages will be complete by the end of February 2011. A rolling programme of training is underway to ensure staff are trained to UNICEF standards.
- A Rapid Process Improvement Workshop (RPIW) was held in March 2010, which aimed to improve the entire breastfeeding pathway, with groups focusing on four key workstreams: data quality; support throughout the antenatal period; support given during the postnatal period; and defining clear roles and responsibilities of healthcare professionals throughout the entire pathway.
- A Maternity Services Liaison Committee (MSLC) has been established. Terms of reference include supporting service user feedback. Following an audit undertaken with November 2009 cohort of maternity unit, a resulting action has been to provide greater breast feeding support in hospital and following discharge.

**Action:** Decrease the proportion of mothers who smoke during pregnancy through structured interventions and specialist support throughout pregnancy and post-natal period.

**Progress made:** The downward trend in the proportion of mothers who smoke during pregnancy continued through 2009/10 with a slight reduction from 22.7% to 22.2%. As well as encouraging mothers not to smoke through universal services, all expectant mothers who smoke are automatically referred to the 'pregnancy stop smoking' service delivered by specialist pregnancy advisors at home to mothers-to-be who are automatically allocated this service but who can choose to opt out. Plans are being developed to run a pilot in one or two areas to see if the use of CO2 monitors at appointments can increase uptake of stop smoking services.

### Improve prevention, early intervention and effective management of childhood illness

**Action:** Reduce the incidence of preventable childhood illness through the child health promotion programme including increased uptake of 2nd MMR vaccination and school vaccination programme.

**Progress made:** The overall uptake of the immunisation programme in Sunderland is generally good and is increasing across the board, compared to 2008/09 performance. Looking specifically at the 2nd MMR vaccination performance has increased from 83% to 86.8%, which is above the figure for England. With regard to the school vaccination programme performance for Children aged 5 (DTaP/IPV) was 88.4%, which was above target.

**Action:** Establish paediatric emergency decision making unit and associated community nursing service to support the reduction of unnecessary admission to hospital.

**Progress made:** Plans and negotiations continued during 2009/10 to establish a separate Paediatric Emergency Decisions Unit (PEDU) . These plans will be subject to review and ratification during 2010/11

### Priority 5: Feel good about themselves

#### Promote mental health and emotional well-being across children and young people settings. Monitor impact of service delivery

**Action:** Establish benchmarks for monitoring emotional health and measuring impact of services.

**Progress made:** Benchmarks have been established in 2009/10 and sit alongside the national indicators NI50 and NI51, which relate to the emotional health of children and the effectiveness of services. A procurement process will be undertaken during 2010/11, in which standards will be set for services to meet, relating to emotional health outcomes and the performance of services.

During 2009/10, the % of schools achieving Healthy school status – which includes the promotion of mental and emotional well-being – increased from 61% to 76%.

## Priority 6: Be safe in the community, at school and at home

### Develop and improve parenting strategies

**Action:** Extend access for young parents to childcare, advice and support services to enable them to help their children develop and thrive.

**Progress made:** The main service that offers targeted support to young parents is B2B+ (Bumps to Babies Plus). In 2009/10, 36 young mums used “care to learn” which enabled them to access training and education provision while childcare was provided.

In the same year Connexions supported teenage mothers into education, employment and training (EET). Of the young mothers known to Connexions, 24% of them were in EET and Connexions offered support, advice and guidance to those that were not.

### Improve outcomes for children and young people affected by parental behaviour, including domestic violence, substance misuse and mental health

**Action:** Have in place clear multi-agency assessment and intervention arrangements for working with families impacted on by Domestic Violence and establish clear pathways to service provision

**Progress made:** Sunderland has in place the Multi-Agency Risk Assessment Conference (MARAC) of statutory and voluntary sector representatives, which makes safety plans for high risk survivors/victims of domestic abuse and reduces the risk of future harm.

Establishing effective multi agency referral pathways for domestic violence has seen a reduction in repeat incidents of domestic violence. In 2009/10, the MARAC achieved their target to reduce repeat incidents of domestic violence. There was 22% repeat incidents of domestic violence reviewed by MARAC April to Dec 2010, well below the target of 30%, seeing a reduction from the original 2008 target of 34%.

A conference to look at the safeguarding elements of domestic violence was held late 2009 and in March 2010 a ‘Tackling Violence Against Women and Girls Conference’ took place. The Sunderland Safeguarding Children Board continues to work in partnership with the Safeguarding Adults Board and the Safer Sunderland Partnership to develop a Violence against Women and Girls action plan. A Domestic Abuse lead for SSCB has been identified. This action plan will consider 3 elements, Prevention, Provision and Protection.

### Improve multi-agency arrangements and responses to bullying

**Action:** Have in place a robust system for children and young people to report incidents of bullying and improve consistency of recording in schools and other settings.

**Progress made:** During 2009/10, schools used their own systems to record bullying incidents. Impact Family Services offered support to schools, helped develop anti-bullying policies and delivered training and interactive sessions with teachers and pupils. The organisation also delivered an anti bullying conference for pupils and professionals from Sunderland schools. In 2009, it was agreed an Anti Bullying Coordinator would be employed to raise awareness, share good practice and improve consistency in responding to and recording bullying incidents across Children's Services and the voluntary sector. By March 2009, 75% of schools had an Anti-Bullying Policy in place that met the requirements of the Healthy Schools Programme. This compares with 53% in the previous year.

### Investigate children and young people's fear of crime

**Action:** Investigate levels of and causes of children and young people's fear of crime. Set measurable outcomes and baselines.

**Progress made:** In September 2008 a report on the findings of research into young people's fear of crime was produced by Assist consultancy on behalf of Sunderland Youth Offending Service. The survey provided a baseline figure for comparing young people's fear of crime with that identified from the adult survey. It also provided a baseline for future measurement. In 2010 the second Youth Fear of Crime Survey 2010 was completed and findings were that 61.5% of children and young people in the 2010 survey felt safe, an increase of 17.6%. A new finding in the 2010 survey was young people being increasingly aware of crime through technology such as mobile phones and internet social networking sites. Sunderland YOS responded to this and began to deliver a specific intervention with young people offending and at risk of offending around cyber bullying and staying safe using the internet and other technologies.

### Improve road safety

**Action:** All schools to have School Travel Plan by 2010.

**Progress made:** All schools in Sunderland have a travel plan in place. Each plan puts forward a package of measures to improve safety and reduce car use and is based on consultation with teachers, parents, pupils and governors and other local people. Each plan includes:

- A description of the school
- Results of consultation, including how children travel to school and how they would like to travel to school
- A description of any travel or transport issues
- Plans to improve travel and/or transport issues
- A description of how the Local Authority and the school will work together to monitor and review the plan and its impact

**Action:** Identify link between rate of road traffic accidents and areas of high deprivation and use results in planning targeted actions and preventative measures.

**Progress made:** Every year analysis of road traffic accidents is undertaken and this includes analysing links between casualty numbers and areas of deprivation,

at super output area level. This analysis has contributed to the work of the Child Accident Prevention partnership and the Child Poverty Board. Analysis shows

- The number of road traffic accidents has continued to decline in recent years and it is anticipated the Government's target for 2010, for a 50% reduction in children killed or seriously injured (KSI) from the 1994-98 average, will be met
- There are more road traffic accidents in areas of under 20% IMD<sup>1</sup>

The Council prioritises areas with a significant accident history and attempts to make improvements through education, promotion and the implementation of traffic engineering measures. The Council uses this information to help formulate a programme of future works.

**Action:** Strengthen arrangements for joint working between the Council, Schools, Health and Police to achieve a co-ordinated approach to strategic planning.

**Progress made:** During 2009/10 multi-agency arrangements were strengthened. Specific work takes place with Tyne and Wear Fire Service and SAFC<sup>2</sup>. Also, as part of strategic planning, the Council works with twelve other Local Authorities in the region, from Northumberland to Redcar & Cleveland, which aims to reduce the number and severity of road accidents through education, training and publicity policies and programmes.

**Action:** Address road safety issues, and embed and sustain arrangements through Building Schools for the Future (BSF).

**Progress made:** Data linked to child casualties has been routinely monitored, particularly casualties that take place during journeys to and from school. Safer Routes to School has worked with schools and helped make improvements when there have been any known casualty issues. The number of 0 – 15 year olds who are killed or seriously injured in road traffic accidents fluctuates year to year and has not significantly changed in recent years.

### Reduce the rate of accidental injury to children and young people

**Action:** Produce multi-agency accident and injury prevention strategy for 2008-2011 based upon review of 2005-2008 strategy and Healthcare Commission recommendations; set local baselines and targets.

**Progress made:**

A draft strategy has been developed in 2009/10. During 2010 a thorough needs assessment is being conducted with the aim to revise the strategy. Accident prevention activity is focussed through schools and children's centres across the city. For schools, there is an Injury Minimisation Programme and a range of fire, water and road safety interventions. Children's Centres deliver the Safe at Home Scheme which provides safety equipment.

The Accident and Prevention Partnership is established and will oversee the completion of strategy and implementation plan for improving outcomes.

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<sup>1</sup> IMD – Indices of Multiple Deprivation

<sup>2</sup> Sunderland Association Football Club

## Priority 7: Achieve in their education

### Amend current provision of services for children with special educational needs (SEN) and AEN (Additional Educational Needs)

**Action:** Implement proposals to increase city wide capacity to meet needs of children and young people with SEN.

**Progress made:** Provision is in place to support children with a special educational need through School Action, School Action Plus and Statements, which reflect escalating levels of need. Special schools support only those children with a statement. Mainstream schools support children with all these levels of need. Specific support services are offered through mainstream schools and are known as Resourced Provisions (RPs).

Sensory impairment <ul style="list-style-type: none"><li>- George Washington Primary School</li><li>- Thorney Close Primary School</li><li>- Sandhill View School</li></ul>	Learning difficulties <ul style="list-style-type: none"><li>- Usworth Grange Primary School</li><li>- Academy 360</li><li>- Washington School</li></ul>
Physical and medical difficulties <ul style="list-style-type: none"><li>- Oxclose Nursery</li><li>- Oxclose Village Primary School</li><li>- Oxclose Community School</li></ul>	Autistic Spectrum Disorder <ul style="list-style-type: none"><li>- Farringdon School</li><li>- Biddick School</li></ul>
Speech and language difficulties <ul style="list-style-type: none"><li>- Highfield Community Primary School</li><li>- Hylton Red House Primary School</li><li>- New Penshaw Primary School</li><li>- Hetton School</li></ul>	

Some of the RPs are designed to increase in capacity year on year. There are also a small number of short term placements which can be used as and when they are needed.

The LDD Strategy was based on contributions from parents and carers of disabled children and SEN is part of the implementation plan. A comprehensive review of SEN will take place during 2010. The provision that is currently in place is designed to meet current needs.

## Priority 8: Enjoy sport, leisure and play

### Provide accessible and quality play opportunities

**Action:** Secure more accurate recording of activity levels among children looked after in order to secure a baseline figure to measure improvement from September 2007.

**Progress made:** It is difficult to measure actual levels of activity and an appropriate data collection system has not been identified. Through CLA Reviews information is held on each child although it is unlikely each review captures all activity from one review to the next. Foster carers and children's homes actively encourage and support children to engage and take part in various activities. Ofsted inspections of children's homes are positive and find children have a wide range of leisure interests and activities (of the 7 homes, 4

currently score outstanding for helping children to enjoy and achieve), and in the recent Ofsted inspection of the fostering service was also judged outstanding in this area.

**Action:** Engage with BME network to promote and measure engagement of BME children and young people in sport, leisure and play.

**Progress made:** The Local Authority provides accessible, high quality facilities for all of Sunderland's residents, including those who are of a black and minority ethnic origin, and this group is engaged in the development of provision. In particular, the Raich Carter Sport Centre, which in the East of Sunderland and is in an area with a high BME population, has introduced a range of BME focussed initiatives in consultation with community groups. For example, programming gym and swim sessions for the Bangladeshi community including private sessions for women, and sessions for young people provided by Young Asian Voices. 'Sangini' – BME women's organisation – are proactive in the development community wellness centres and the SAFC Foundation continues to build links with the BME communities through footballing initiatives across the city.

**Action:** Scope and carry out a study into costs of transport and the impact of these on sport, leisure and play.

**Progress made:** The focus of this action has changed and this is now in the CYP Delivery Plan 2010-2013 as part of wider issues relating to accessibility and affordability.

## Priority 9: Live in decent homes

### Identify need around homelessness

During 2009/10, the Housing Strategy Team has developed a new approach to needs assessment and will use this to analyse the needs of young people linked to homelessness.

## Priority 10: Get the right training, further education and jobs

**Action:** Providing opportunities for young people to access training, further education and employment through for example, work-based mentors for young people, training and support package for employers.

**Progress made:** During 2009/10 a number of actions have been taken and the outcome has significantly improved

- Since June 2009, NEET figures have been lower than the same period in the previous years.
- Between September 2009 and January 2010 the NEET outturn reduced by 4.4%, a positive change of 35%
- From October 2009 to January 2010, intense work by all partners resulted in Sunderland improving to the 30th highest in January 2010 compared to third highest in January 2009
- In December 2009, Sunderland was the third most improved and in January 2010 the second most improved compared to the same period in the previous year

- In the three month period November 2009 – January 2010, Sunderland was rated as the twelfth highest compared to second highest in the same period in the previous year and the third most improved.
- Sunderland has narrowed the gap on the national average by 3.4% from 08/09 to 09/10, by 2.9% compared to the North East average and by 2.1% compared to the Tyne and Wear average.

#### 4.2 Partnership strategic priorities

A number of partnerships identified key priorities for themselves to progress during 2009/10.

The progress update below demonstrates what activity took place during 2009/10 and how well outcomes were improved.

#### Early Years and Childcare (Strategy in place)

	Progress Update
Improve the outcomes for all children under 5.	<p>NI72<sup>3</sup> has improved significantly as a result of the work undertaken in 2009/10 which has contributed to Sunderland's performance being above the national average as reported in June 2010.</p> <p>This outcome has been achieved by the services provided through Children's Centres, childcare, schools and health for young children and their parents. For example universal health services, community involvement and play and family learning services.</p> <p>The outcome has also been achieved by providing support and training for childcare and school settings to improve the quality of the teaching and learning in early years provision.</p>
Close the gap between those with the poorest outcomes and the rest by ensuring Early Childhood Services are integrated, proactive and accessible.	<p>NI92<sup>4</sup> has been improving. The gap was narrowed to just 0.2% wider than the national average.</p> <p>This outcome has been achieved by services targeting families living in the lowest 20% IMD areas and</p> <ul style="list-style-type: none"> <li>• Ensuring young children's needs are identified early and a package of</li> </ul>

<sup>3</sup> measures the achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in personal, social and emotional development and communication, language and literacy

<sup>4</sup> measures the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest

	<p>support provided to meet those needs through the CAF process, such as family support, free childcare and early years mental health services</p> <ul style="list-style-type: none"> <li>• Play and Family Learning services providing activities for specific target groups eg young parents, women experiencing domestic violence and the BME community</li> <li>• Supporting childcare and school settings to identify children's needs early and providing training and action research groups to improve the learning for boys, BME children and speaking and listening skills.</li> </ul>
To ensure that the provision of childcare is sufficient to meet the requirements of parents in Sunderland in order to enable them to work or undertake education or training leading to work.	<p>A Childcare Sufficiency Review has been completed in September 2009 and shows there is sufficient childcare available within Sunderland.</p> <p>A Childcare Sufficiency action plan is in place and a Childcare Sufficiency Assessment will take place during 2010, to be completed by March 2011.</p>

### Family and Parenting (Strategy in place)

	Progress Update
<p>Provision of parenting programmes and support at universal, targeted and specialist levels of service delivery.</p> <p>Provision of preventative and early intervention services and programmes.</p>	<p>The Universal level is operating 2 programmes. From Autumn 09 to Summer 10, 280 parents accessed either group or 1:1 sessions. During the same time, 199 parents accessed the targeted level and 20 parents accessed the specialist level.</p>
Availability of information, guidance and advice for parents through a range of universal settings.	<ul style="list-style-type: none"> <li>• Leaflets are in all children's centres provide information</li> <li>• The Family Information Service (FIS) website provides information and parents can call the call centre or the families and parents team</li> <li>• Staff provide information, advice and guidance to parents.</li> </ul>
Development of universal parenting support in local communities, accessible at times when parents want and need it.	<ul style="list-style-type: none"> <li>• 5 Family Nutrition Programmes are run every term</li> <li>• The Family and Parents Team provide grants to schools and community organisations for services such as</li> </ul>

	<p>crèches</p> <ul style="list-style-type: none"> <li>The Family and Parents Team pay for 20 staff from schools and community organisations to have training on Strengthening Families and Communities.</li> </ul>
Development of skilled workforce to deliver services and programmes.	For each parent programme, a practitioners support sessions is run which includes information and training. The Families and parents team also coordinate training courses run by CWCD (Children's Workforce Development Council).

### Child and Adolescent Mental Health (Strategy in place)

	Progress Update
	All CAMH provision will be reviewed during 2010 with plans in place to set up new contracts for 2011 onwards.
Enhance school based provision through successful Targeted Mental Health in Schools Programme through mental health lead role in school, development of whole school approaches including SEAL programme and the development of school based counselling and peer mentoring services to support both emotional health and well being and bullying agenda.	TAMHS are now operating in 23 schools, 18 primaries and 5 secondaries. In December 2008, extra money was received to deliver TAMHS in behavioural special schools and the Pupil Referral Units. Schools involved in the project have received Short Child and Adolescent Mental Health Programme (SCAMHP), which is a four session, mental health training package. Some staff in each TAMHS school have also had foundation training in Cognitive Behavioural Therapy. A programme called FRIENDS, which addresses anxiety and builds emotional resilience is now running in most of the TAMHS schools, with great success. Peer mentoring training was carried out in two secondary schools in June/July 2009. All schools have now identified a designated lead for mental health. These leads meet half-termly to receive training, feed back on the project and share good practice. In-school counselling started during this period and is growing in schools as they develop therapeutic spaces.

### Children in Care (Strategy in place)

	Progress Update
Implement the recommendations of the White Paper "Care Matters: Time for Change".	All the recommendations from Care Matters: Time for change have been implemented including the Virtual School Head Teacher, personal allowances and

	sufficiency duty.
Reduce offending amongst children looked after.	The outturn for this year is lower than the year previous. 1.15 compared to 1.21 last year. Offending is reducing as set out in the Youth Justice Plan.

### **Learning Difficulty & Disability (Strategy in place)**

	Progress Update
Ensure that children and young people, their parents/carers and professionals have information that is accessible, appropriate, and in a range of different formats.	<p>The website for disabled children was updated and re-launched in October 2009, with a steering group meeting regularly to provide further updates.</p> <p>The multi-agency signposting booklet was rewritten and re-launched in May 2010 and also available on the website.</p> <p>A regular newsletter concerning the Aiming High for Disabled Children programme is sent to families who are eligible for support through that programme.</p> <p>A monthly newsletter is sent to families by Sunderland carers Centre and this is also available on the website.</p>
Provide options and opportunities for employment, education and training. Develop pathways to ensure continuity of support and provision across Children's and Adult Services.	<p>Connexions LDD Personal Advisers work with young people, including those placed outside of Sunderland, to support transition into employment, education and training. Connexions LDD Personal Advisers work closely with DEA to support young adults into supported employment opportunities. NEET Newsletter sent to NEET client group giving details of training, education and employment opportunities.</p> <p>Extensive information provided on Connexions website together with an electronic vacancy service.</p> <p>Recruitment and Information Directory delivered to all Year 11 pupils at their home address.</p> <p>Activity Agreement Key Workers have worked on a one to one basis with NEET young people aged 16-17 to help them into a positive outcome. This has involved individualised support packages and development opportunities.</p>

Ensure all staff, working with children and young people with LDD receive appropriate disability awareness training and skills development.	Appropriate training is provided to staff to ensure needs relating to disability are met.
Ensure that mainstream services are accessible; ensure there is easy and prompt access to therapies; ensure access to equipment is timely and available consistently.	This action was highlighted following the implementation of the LDD Strategy and access to therapy and equipment is on the action plan for further work.

### **Risk and Resilience (Strategy in place)**

	Progress Update
Provision of services for high risk groups in targeted settings and "hot spot areas".	Youth Drug and Alcohol Project (YDAP) staff work with XL villages and youth buses to provide advice in targeted and hot spot areas.
Team Around the Child/ Family approach, aligned to the Prevention Strategy to ensure effective multi disciplinary working.	YDAP prevention workers are part of the TAC/TAF panels and undertake lead professional roles.

### **14-19 (Strategy in place)**

	Progress Update
Respond to diversity, achieve and celebrate equality, in order to raise and realise aspirations.	Plans were developed in 2009 to implement partnership priorities in 2010. The partnership continues its work so that there is an adequate supply of qualifications delivered locally through Foundation Learning to meet the needs of young people with LDD.
Have effective links with employers to ensure high quality work related learning and enable young people to have access to high quality, impartial Information, Advice and Guidance and appropriate support.	This is in place and the partnership will look to continuously improve this.

### **Youth (Strategy in place)**

	Progress Update
Increase the numbers of young people who participate in positive activities in their leisure time and improve access to integrated youth services at	<ul style="list-style-type: none"> <li>The Youth Development Group and voluntary sector key partners, through direct delivery and commissioned front line neighbourhood youth provision,</li> </ul>

<p>weekends and during school holidays.</p>	<p>have increased the number of young people participating in structured positive activities from 5756 in 2008/09 to 6040 in 2009/10</p> <ul style="list-style-type: none"> <li>• Weekend provision has increased with 1639 sessions held in 2008/09 and 2246 sessions in 2009/10, an increase of 607 sessions</li> <li>• Holiday provision has decreased with 2018 sessions available in 2008/09 and 1840 sessions in 2009/10, a decrease of 145 sessions. This is partially explained by (1) changes to the PAYP (Positive Activities for Young People) grant, which became more targeted in 2009/10 around NEET (not in education, employment or training) and pre-NEET and (2) an emphasis on weekend working.</li> </ul>
<p>Further develop and implement the engagement of young people in their community as active citizens and volunteers.</p>	<ul style="list-style-type: none"> <li>• The Children and Young People's Participation Framework is being updated by the Strategic Implementation Group, which meets bi-monthly</li> <li>• The Citizenship and Volunteering Group meets bi-monthly. It aims to link services and promote work associated with citizenship and volunteering for young people 13-25</li> <li>• The Children's Participation Practitioners Group has been formed to support and promote the children's participation agenda</li> <li>• Citizenship Week 2010 took place from 15 to 21 March 2010 and involved children and young people from 33 schools and youth projects</li> <li>• The UK Youth Parliament elections took place between 26 February and 5 March 2010 with 7744 young people voting, electing 2 members (MYPs) and 2 deputy members (DMYPs) of the UK Youth Parliament. 44 Primary Schools (Year 6), 12 Secondary Schools and 9 Youth Groups hosted the election. Sunderland's representatives took part in the (1) UK Youth Parliament annual city debate in Belfast and (2) the young people's debate in the House of Commons, which was screened on the</li> </ul>

	<p>BBC Parliament channel</p> <ul style="list-style-type: none"> <li>• Youthisc5, the young people annual consultation on the youth service, took place using questionnaires and focus groups and involved 415 young people and focused on the importance they place on different aspects of the work delivered by or fund through the Youth Development Group</li> <li>• The Change Council have continued to be an active voice for Looked After children and young people</li> <li>• The Connexions Youth Engagement Group has linked with the 14-19 Strategy</li> <li>• 80 young people from Young Asian Voices voted in the election of their Boys' Committee, the work supported by the Youth Development Group. Plans are being developed to support the election for the Girls' Committee</li> <li>• There are more opportunities for young people to volunteer in Sunderland and targets are being exceeded.</li> </ul>
<p>Create access to enhanced integrated youth support services that help to meet the needs of individual young people and their families.</p>	<p>Sunderland is currently implementing changes towards developing and embedding the 0 to 19 (+25) Locality Based Working Strategy which includes the integration of Targeted Youth Support (TYS), developed in 2009.</p>

### Youth Offending (Strategy in place)

	Progress Update
<p>Ensure the Youth Offending Service (YOS) structure is 'fit for purpose' in line with the proposed changes to the Youth Justice Board (YJB) Performance Framework.</p>	<p>Sunderland Youth Offending Service has completed a service review to ensure that structures are fit for purpose to meet the YJB performance framework.</p>
<p>Reduce year on year the rate of proven reoffending by young offenders, through the systematic recidivism strategy.</p>	<p>Sunderland Youth Offending Service was identified as a Beacon for Reducing Re-offending by the IDEA Beacon scheme with Beacon status until June 2009. Since then Sunderland YOS has continued to deliver the flagship projects and programmes that led to the Beacon award. These include a nationally recognised approach to offending behaviour interventions, extensive partnerships to</p>

	<p>enable direct and indirect restorative approaches and creative solutions to re-engaging children and young people in education, training and employment as well as creative partnership projects such as the Phoenix project in partnership with Tyne and Wear Fire and Rescue Service. As a result a 26.7% reduction in re-offending was achieved in 2009/10. Sunderland YOS continues to deliver and review its recidivism strategy to ensure continuous reductions in youth re-offending.</p>
<p>Reduce year on year the number of first time entrants aged 10-17 to the Youth Justice System.</p>	<p>There was a 33.9% reduction in first time entrants during 2010/11, well above the target reduction of 1.9% year on year by 2011.</p> <p>Sunderland YOS aims to prevent children and young people from entering the criminal justice system by identifying the most at risk young people and engaging them and their families in needs led intervention through the Wear Kids programme.</p> <p>During the latter part of 2008/9 Department of Children Schools and Families (DCSF) funding enabled a wider provision of prevention services to be available.</p> <ul style="list-style-type: none"> <li>• Challenge and Support programme</li> <li>• Youth Crime Family Intervention Programme.</li> </ul> <p>It is projected Sunderland will continue to have a good performance against First Time Entrants (FTE) due to the introduction of Community Resolutions in the summer of 2009. Analysis from August 2009 to March 2010 showed that of the 203 young people who had received a community resolution, 117 (58%) would have been FTE's. The introduction of triage working with young people in police custody suites is also expected to reduce the number of FTE's.</p>

### 4.3 Priorities that cut across the whole of the Children's Trust

The Children's Trust worked towards a number of shared priorities and the progress update below demonstrates what activity took place during 2009/10 and how well outcomes were improved.

#### Locality Based Working (Strategy in progress)

	Progress Update
Increase the range of services which are locally accessible and delivered through a multi-agency approach.	A number of agencies sit on CAF panels and multi-agency partnerships that sit within the five localities of Sunderland. More agencies are now involved in the CAF, through which local services are now more accessible.
Have effective procedures for partnership working and information sharing between universal, targeted and specialist services.	Good arrangements are in place and strong links are being made with services. Specific arrangements are in place with Safeguarding.
Ensure local service delivery is consistent with needs analysis and informs the commissioning process.	Needs of children and their families are at the centre of the CAF process and assessment. As a service, information is monitored and analysed to ensure the right services are offered at the right times and are meeting needs and improving outcomes.

#### Prevention (Strategy in place)

	Progress Update
Implement the vision, principles and standards of preventative practice and service delivery, which all services in the City will operate.	Prevention Strategy in place. Prevention and early intervention is a key focus of the CYPP Strategy 2010-2025 and a delivery principle for all services for children, young people and families
Ensure timely responses to children, young people and their families at times of vulnerability and additional need, working within a Common Assessment Framework.	The CAF is in place and is being implemented through Locality Based Working.
Commission a set of preventative services, which will support early identification of need and effective interventions to improve outcomes for children and	There are a number of preventative services in place, funded through the prevention grant. These services are due to come to an end in March 2011 and exit strategies will be discussed during 2010 to ensure good practice can continue.

young people and their families with additional needs.	
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### **Participation (Strategy in place)**

	Progress Update
To commission a group / service to work with children and young people to develop a child and young person friendly version of the strategy.	The priorities of the strategy are being implemented and children and young people are being informed of these and involved in work to ensure that the priorities, vision and values of the strategy are met.
To ensure that all services have systems in place to feedback to children and young people on how key messages have impacted upon planning, commissioning and service delivery.	For each exercise that children and young people are involved in, there is a standard in place for the person responsible for that exercise to (1) tell children and young people how they will feedback to them (2) to provide feedback. Support for any exercise with children and young people is offered through the Participation Network.
To develop guidelines for services on the recording of equality data to monitor inclusiveness of participatory practice.	There are Council and Directorate groups that are responsible for ensuring equality expectations are fulfilled. Participation is an element of an Equality Assessment, which should be completed or updated on a regular basis.
To adapt the Council's consultation resources to create a guide on the safe and effective engagement of children and young people.	There are many resources that are available and are utilised to ensure children are engaged appropriately
To establish processes, procedures and protocols for all commissioned services around involving children and young people in, Recruitment Commissioning, Complaints and feedback.	There is a draft framework in place relating to the involvement of young people in recruitment.

### **Workforce Development (Strategy in progress)**

	Progress Update
Establish a strategy for workforce innovation and reform for children's services and partners.	A strategy has been developed and signed off by the Children's Trust in 2009.
Prepare a coordinated training and development plan.	A multi-agency training and development plan is in place, in terms of training that is delivered by Children's Services to multiple agencies.
Undertake a needs assessment	A needs assessment has been undertaken

and analysis based on robust data collection systems.	and informed the development of the strategy.
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### **Safeguarding (Strategy in Progress)**

	Progress Update
Improve outcomes for children and young people affected by parental behaviour, including domestic violence, substance misuse and mental health.	These outcomes are part of the Sunderland Safeguarding Children's Board (SSCB) Business Plan. Performance is monitored through the SSCB performance sub group.
Improve road safety.	This is an outcome in the SSCB's Business Plan.
Reduce the rate of accidental injury to children and young people.	Accidental injury has been progressed independently of the SSCB, with the PCT taking a lead. A needs assessment is being undertaken and a strategy developed.
Improve awareness of private fostering arrangements to meet legal requirements.	Awareness raising is being tackled by Services for Looked After Children.
Ensure professionals in all agencies have a clear understanding of children in need and child protection thresholds, to ensure the appropriate children are referred to the appropriate statutory service.	This is the responsibility of the Safeguarding Service, Children's Services. Training is available to multi-agency staff to explain and explore thresholds to ensure appropriate children are referred to the appropriate service.
Publicise the safeguarding message and make available good quality training to all agencies providing a service to children and young people.	A training plan is in place. This will be further developed in 2010 with the appointment of a training development officer and web based training.

## **5. SUMMARY AND NEXT STEPS**

The CYPP 2009/10 was a transformational plan that

- Provided continuity for the priorities and actions in the CYPP 2007-09
- Set out the planning process for establishing a 15 year strategy for the Children's Trust

The CYPP Strategy 2010 – 2025 and Delivery Plan 2010 – 2013 was published by the Children's Trust. The Strategy sets out the vision of the Children's Trust and how the Children's Trust will work towards its priorities. The Delivery Plan identifies priority outcomes and set out what will be done to make improvements to each outcome.