

Children & Young People's Delivery Plan



Forward

We are delighted to be able to introduce the refresh of the Children and Young People's Plan for the Cannock Chase Area. The plan is a culmination of the establishment of the local Children's Trusts Board and months of dedicated work to identify a clear vision and the priorities for Cannock Chase. The Delivery Plan demonstrates our enthusiasm and commitment to work together with a common sense of purpose to make a real difference for local Children and Young People.

While there are many examples of excellent partnership working within the district, the Children's Trust Board is the first time a wide range of partners have come together with the sole purpose of addressing issues for Children and Young People in the Cannock Chase area and the response remains incredibly positive. All partners are committed to adding value to the district initiatives in the hope that a joined up approach will reduce the risk of duplication and provide responsive key services.

The Children and Young People's Plan builds on existing partnerships, strengthening common goals and aligning priorities. The Plan is just the beginning, against which we must now deliver service improvement for Children and Young People. The Board will have a responsibility to oversee delivery and to monitor and review priorities to ensure it is meaningful and worthwhile.

A Staffordshire Children's Trust has been in existence since April 2005, and mechanisms are in place to ensure cohesion between County drivers and the future direction of the board. There is the potential to make some real and tangible improvements to the lives of children and young people within Staffordshire and in particular the Cannock Chase area and this is central to our overall Vision.



Kent Parson,
Chief Officer, Chase Council for Voluntary Service
Chair of Cannock Chase Children's Trust Board



Neil Stanley
Leader of the Council
Portfolio Leader for Children and Young People
Cannock Chase District Council

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3. Introduction

Welcome to the Cannock Chase Children and Young People's Delivery Plan. This document has been produced by Cannock Chase Children's Trust Board to identify those areas of the Local Area Agreement and Staffordshire Children and Young People's Plan that are priorities for Cannock Chase. The Trust Board have identified and focused on adding value through partnership working to those issues where Cannock Chase Young People are most greatly affected.

In 2007 Staffordshire Children's Trust refreshed their Children and Young People's Plan. This plan is a result of extensive consultation both with key partners and with young people themselves. The plan was produced in line with the requirements of the Children's Act 2004 and "Every Child Matters" the Government's Green Paper. A copy of the Staffordshire Children's Trust Children and Young People's Plan can be obtained from www.staffordshirechildrenstrust.org.uk. It was agreed through the mechanisms of the Children's Trust that each of the eight districts within Staffordshire would establish their own local board and identify priorities key to their district.

The Local Area Agreement is a three year agreement between central and local authorities, and other partners in the area. Ultimately it will support efforts to address issues which concern local people and communities, giving partners greater flexibility to target resources where they are needed most. A full version of the LAA Delivery Plan for Cannock Chase District Council can be obtained by contacting the Partnership Development Unit at Cannock Chase Council.

The Cannock Chase Children and Young People's Plan is aimed specifically at identifying the priorities for young people within the District. It underpins available key agreements such as the Staffordshire Children and Young People's Plan and Local Area Agreement, while prioritising specifically for Cannock Chase. This document will form the basis of the action planning and delivery by the Cannock Chase Children's Trust Board for the next three years, and will subsequently be refreshed in line with LAA and County updates in future years.

The plan is structured around the five outcomes required by the Government's 'Every Child Matters' agenda and demonstrates how all agencies can meet this national agenda in a way that meets local needs.

4. National Context

Every Child Matters, the Government's vision for children's services, was published in September 2003. It proposed reshaping children's services to help achieve the outcomes children and young people reported were key to well-being in childhood and later life:

- Being healthy
- Staying safe
- Enjoying and achieving
- Economic wellbeing
- Making a positive contribution.

The Children' Act 2004 places significant duties on County-level authorities. District Councils, under this act also have a duty to co-operate with the County in promoting inter-agency co-operation.

Children's Trusts are a response to Lord Laming's report of the inquiry into the death of Victoria Climbié. The report highlighted the extent to which better working together and better communication between agencies are crucial. It was as a result of this that the Government published the 'Every Child Matters' green paper.

Children's Trusts have been created to address the fragmentation of responsibilities for Children's Services. They build upon, bring together and formalise the joint work that is already taking place in many local areas. The aim of the Children's Trust is to support those who work every day with children, young people and their families to deliver better outcomes. This will mean that children and young people will experience more integrated and responsive services, and specialist support will be embedded in and accessed through universal services.

A crucial part of this work is the introduction of the Common Assessment Framework (CAF), which aims to ensure a standardised approach towards identifying and meeting any additional needs of the child (i.e. in addition to those universal services already available from midwives, health visitors, schools etc). Alongside the CAF is a programme for Information Sharing and Assessment (ISA). This aims to provide access to essential information on children and young people for practitioners. In essence it should alleviate duplication and allow an informed approach towards dealing with an individual, whilst ensuring key agencies are involved through a Team around the child.

5. Local Context

5.1 Profile of Cannock Chase

Cannock District has a population of 94,300, with males representing 49% and females 51%. The District continues to exhibit a relatively youthful population profile compared to other areas within the region with 20% of the population aged under-16 years.

The District continues to suffer significant levels of disadvantage compared to other Local Authorities (LAs) in Staffordshire, regionally and nationally. Unemployment levels rank amongst the highest in Staffordshire, with concentrations evident in Cannock North, Cannock East, Cannock South, Hednesford North and Norton Cane wards.

Cannock Chase District is ranked 134th for the Average of the Ward Scores¹ out of 354 LAs in England.² It is the most deprived local authority (LA) in Staffordshire (excluding Stoke-on-Trent) and ranks within 38% of the most deprived local authorities in England.

One Super Output Area (SOA) falls within the 10% most deprived nationally and 8 SOAs fall into the 10-20% most deprived SOAs nationally by the Index of Multiple Deprivation 2004.

The District has 3,458 children living in income deprived families; this represents 18% of the population aged under-16 years. Within the District there are 10 Lower SOAs which rank within the worst quartile in England.

Educational attainment at Key Stage 2 in Cannock Chase is above the England and regional averages but below the standards for Staffordshire County Council as a whole in the three core subjects of English, Maths and Science.

Cannock Chase has the lowest proportion of students achieving 5 or more GCSE's at Grade A-C in the County.

Skills and qualifications levels among the working age population in the district are well below national averages.

Whilst unemployment in the district is low, it tends to be concentrated in certain pockets, which experience other forms of socio-economic deprivation, particularly Cannock East and Cannock North.

¹ This represents the population-weighted average of the combined scores for the wards in a district.

² There is no overall rank or score provided for Local Authorities within the Indices of Deprivation 2004. District summaries contain six measures: employment scale, income scale, average of the ward scores, average of the ward ranks, extent and local concentration. No single summary measure is more important than the other indicators.

Cannock Chase has a high level of people claiming sickness related benefits, Incapacity Benefit and Severe Disablement Allowance.

Cannock Chase District is the worst health area in the South Staffordshire PCT³.

It is worse than the England average for the following health indicators:

- mortality & life expectancy for both male and females
- early deaths from smoking related diseases
- lower flu vaccination rates
- obese adults
- lower numbers of adults eating healthily
- teenage pregnancy rates (under 18 years)
- self perceived poor health
- homelessness

The District's educational performance has improved recently, however it continues to exhibit some of the lowest levels of educational participation and attainment in Staffordshire. Pupils achieving 5+ grades A*-C, show an improvement of +8 percentage points from 42% in 2004 to 50% in 2006. However, results for Staffordshire indicate an increase of +5 percentage points to 56% in 2006. National results indicate that 59% of pupils achieve 5+ grades at A*-C. Girls in Cannock Chase continue to outperform boys with 58% of girls achieving 5 or more grades at A*-C compared to 42% of boys.

The District has the lowest proportion of school leavers in some form of post 16 learning in 2005 (87%) in Staffordshire LAs. The average for the Staffordshire County is 90%.

Teenage conception rates in Cannock Chase District are alarmingly high, above the averages for the County, region and nationally. At 50.3 conceptions per 1000 females aged 15-17 years olds in 2002-04 Cannock Chase has the second highest teenage conception rate in South Staffordshire.

Cannock Chase district has slightly higher levels of recorded crimes when compared to Staffordshire County Council for burglary and vehicle crimes, and violent crimes.

³ South Staffordshire PCT came into being on 1 October 2006 following the merger of Burntwood, Lichfield, Tamworth, Cannock Chase, East Staffordshire and South Western PCT.

5.2 Local Planning and Delivery

The Cannock Chase Children's Trust Board was established in January 2007 and meets every six weeks. It comprises approximately 20 key partners from voluntary, private and public organisations within the district. The Board sets the strategic direction for the area by identifying key priorities and influencing delivery of these actions to make a difference.

The development of the Community and Learning Partnerships (C&LP's) in all districts has greatly facilitated this delivery. C&LP's are based around the school clusters and engage key partners in looking at delivering opportunities and services based around the needs of areas around the child, young person and family, to support parents and carers and to promote prevention and early intervention. They consist of statutory, voluntary, private and public agencies and are inclusive of carers, children and young people. In Cannock four C&LP's have been established:

- Rugeley
- Norton Canes
- Chase Valley
- Kingsmead

Initially the C&LP's will aim to ensure that the core offer for Extended Schools and Children's Centres are met using a campus approach based on local need and through building on existing provision.

5.3 Involvement of Children and Young People

Cannock Chase Children's Trust Board recognises the need for Children and Young People to be engaged and fully supported in the decision making process. The Board are committed to the inclusion of such representation on the Board and for feedback on all key documentation. The local Youth Forum, 'Voice' have agreed to act as a 'Shadow Board' for the Trust Board ensuring a strong link and a framework by which children and young people have a voice on the Board. The key priorities of the Board have been agreed by Voice and this relationship will continue to develop.

The same approach will be made for parents and Carers by communication with the Children's centre and any other available channels.

6. Performance Management

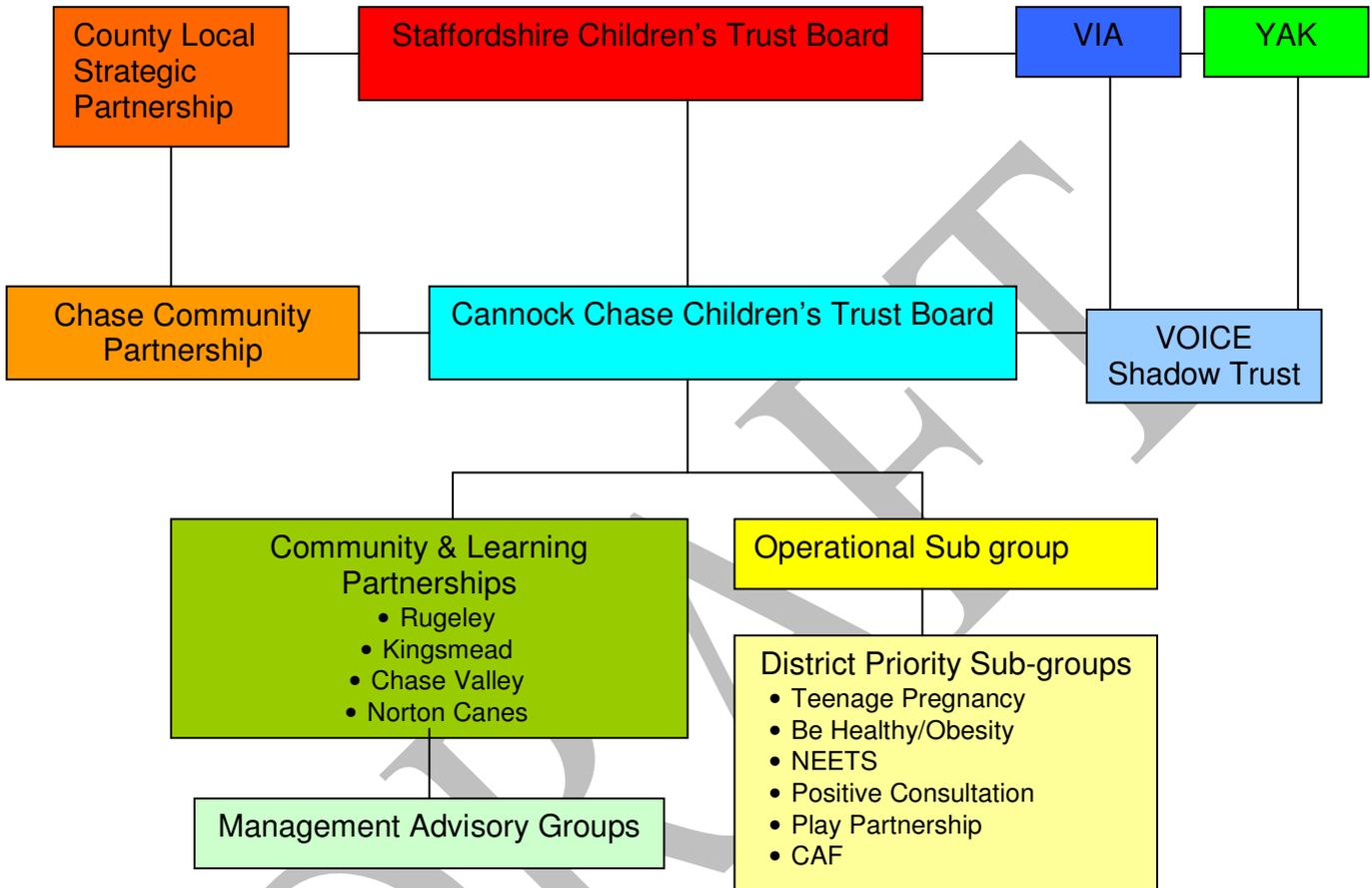
Performance Management arrangements for the LAA are established at a County level and it has been agreed that this information will be disaggregated down to a district level. Quarterly reports will be issued and disseminated to the Board to inform them of progress on those indicators directly linked to children and young people.

At a District level, the Cannock Children's Trust Board have chosen to focus on key indicators based on local need under the Every Child Matters outcomes in order to add value. Some of these indicators sit independent of the LAA.

The Board have identified local leads for their priority areas who will produce local action plans and ensure there are effective arrangements for delivery, reporting and gathering performance information.

The Board have chosen to monitor all the other LAA indicators which relate to Children AND Young People, and add value where opportunities arise.

7. Cannock Chase Children's Trust Board Governance Structure



9. Our vision, Aims and Priorities

Our vision:

“Children, Young People and their families experience the District of Cannock Chase as a great place to live, play, learn and achieve in, and that they will be supported to be healthy and safe from harm”.

High level Outcome	Sub Outcome (County C&YP Plan 2008)	Indicator (County C&YP Plan 2008)	LAA NI ref	Comments	County Lead	Local Lead
<u>Be Healthy</u>	CYP1.1 Sexually healthy young people	CYP 1.1.1 Under 18 conception rate	NI 112		Lesley Gerhardt (Staffs County Council)	Sue Mulroy
	CYP1.2 Reduction in the prevalence of obesity and overweight children and young people in targeted areas of the County	CYP 1.2.1 Obesity among primary school children in year 6	NI 56		Cheryl Sherratt Jacqueline Small Judith Bell (PCT)	Lynne Housman
	CYP1.1 (2007 plan) Healthy Children and Young People	CYP1.1.1 Number of schools achieving healthy schools status.			Jan Mellor/ Linda Mitchell (Staffs County Council)	Val Till
<u>Stay Safe</u>	CYP2.4 Reduced risk to children through better working together.	CYP 2.4.1 Improved compliance to child protection standards by all Local Safeguarding Board Partners			Vonni Gordon (Staffs County Council)	Carol Chance
<u>Enjoy and Achieve</u>	CYP3.5 Increased opportunities for children and young people to access and enjoy cultural, sporting and play activities.	CYP3.5.1 (2007 plan) Facilitate and support District Play Partnerships Initiative with support from Play England.		Consider New play LAA indicator NI 199: Children and young people's satisfaction with parks and play areas	Lynn Hill (Staffs County Council)	Tony McGovern
	LAA - C&YP's	NOT INCLUDED IN C&YPP.	NI 57	"C&YP's participation in high-quality PE and	NOT IDENTIFIED AS LAA INDICATOR	Nicky

High level Outcome	Sub Outcome (County C&YP Plan 2008)	Indicator (County C&YP Plan 2008)	LAA NI ref	Comments	County Lead	Local Lead
	participation in high-quality PE and sport.			<i>sport</i> ".		Elmore
<u>Positive Contribution</u>	CYP4.1 Improve consultation and engagement with children and young people.	CYP4.1.1 Number of C&YP's services who have signed up and done a self assessment for the for the hear by rights standard.			Gill Stanford (Staffs County Council)	Lisa Wort
	CYP4.2 Increased number of young people involved in voluntary and community action.	CYP4.2.1 Young people's participation in positive activities	NI 110		Janene Cox (Staffs County Council)	Voluntary Sector lead – KP to identify
<u>Economic Wellbeing</u>	Reduce the number of young people who are NEET.	CYP 5.4.2 16-18 year olds who are not in education, training or employment	NI 117		Carol Jones (Connexions)	Kim Price

Appendix 1 – Cannock Chase Children’s Trust Board Member – Contact details

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