

**Flintshire Children and Young People's
Partnership Plan
2011 – 2014:
“Making a positive difference”**



**Our Vision 2011 – 2014
“All Flintshire children, young people and
families will be safe, healthy and free from
poverty, disadvantage and inequalities of
opportunity”**



**GIG
CYMRU
NHS
WALES**

Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board

FOREWORD

On behalf of the Children and Young People's Partnership we are pleased to welcome you to 'Making a Positive Difference' - the second Children and Young People's Partnership Plan for Flintshire. The plan is relevant to all children, young people and families and those services and organisation who work with them.

This Plan is the culmination of work with a great many individuals, groups and organisations. When developing our plan, we have engaged widely with stakeholders to make this plan a vehicle to deliver the positive outcomes for all children, young people and families in Flintshire.

The previous Children and Young People's Partnership Plan (2011 – 2014) put in place strong foundations for collaborative working practices both within Flintshire and with our regional partners. We are already delivering better outcomes for our children and young people, as evidenced by recent positive inspection reports and external assessments. We have strengthened our partnership working approach to enable all organisations and individuals to understand how the outcomes within this plan can be delivered. We have also improved our use of population and management data so that we can make better informed decisions about priorities, and to ensure the most effective use of resources to deliver the agreed vision.

As part of 'Making a Positive Difference', the Children and Young People's Partnership Board will continue to engage with all individuals, groups, organisations and services to ensure that resources are effectively utilised to meet the needs of children, young people and families in Flintshire. This commitment will ensure we achieve our vision – that all Flintshire children, young people and families will be safe, healthy and free from poverty, disadvantage and inequalities of opportunity.



A handwritten signature in black ink that reads "Colin Everett".

Colin Everett
Chief Executive,
Flintshire County Council



A handwritten signature in black ink that reads "Mary Burrows".

Mary Burrows
Chief Executive
Betsi Cadwalader University
Health Board



A handwritten signature in black ink that reads "Ian Budd".

Ian Budd
Director of Lifelong
Learning (Chair of
Children and Young
People's Partnership)
Flintshire County Council



A handwritten signature in black ink that reads "Merfyn Jones".

Professor Merfyn Jones
Chair
Betsi Cadwalader University
Health Board

CONTENTS

Introduction	3
• <i>What is the Children and Young People's Partnership?</i>	3
• <i>What is the Children and Young People's Partnership Plan?</i>	3
• <i>Fulfilling our responsibilities</i>	4
Living in Flintshire – what we want for our children, young people and families	5
Making it Happen	6
• <i>Making a positive difference in Wales</i>	8
• <i>Making a positive difference in Flintshire</i>	8
• <i>Moving forward</i>	9
Action Area 1: Children and Young People are cared for	10
Action Area 2: Children and Young People are ready, able and encouraged to learn	13
Action Area 3: Children and Young People have a healthy lifestyle	16
Action Area 4: Children and Young People have time and space to play, and to participate in activities	19
Action Area 5: Children and Young People are respected in all areas of their lives	22
Action Area 6: Children and Young People are safe	25
Action Area 7: Children, Young People and Families have the resources they need to maximise their opportunities	28
Shared priorities	31
Workforce development needs	31
Appendix 1: Core Aims (UNCRC) and Broad Aims (WAG Child Poverty Strategy)	32
Appendix 2: Our Approach: Results Based Accountability – focusing on outcomes	33
Appendix 3: Consultation responses and feedback	34

INTRODUCTION

What is the Children and Young People's Partnership?

All organisations that provide services which affect the lives of children young people and families in Flintshire come together in the Flintshire Children and Young People's Partnership (CYPP). The Partnership is led by a multi agency Board of representatives from these organisations, with input from children, young people and families, and chaired by the Director of Lifelong Learning at Flintshire County Council.

The purpose of the CYPP is to improve outcomes for children, young people and families. The work of all organisations who deliver support and services to children, young people and families are coordinated through their membership of the CYPP.

What is the Children and Young People's Partnership Plan?

The CYPP Plan – this document – records what work needs to be done, and by whom, to achieve improved outcomes for children, young people and families in Flintshire.

The Welsh Assembly Government (WAG) requires every County to develop a plan to set out the priority areas and actions needed to deliver improved outcomes for all children, young people and families, as part of the Children Act 2004. This document – 'Making a Positive Difference' - is the Plan for Flintshire.

The Plan has been developed through an extensive and inclusive process of dialogue and consultation with all relevant agencies, and with direct input from children, young people and families themselves.

'Making a Positive Difference' is for everyone aged 0 – 19 years in Flintshire, as well as to youth services, and services provided to young people leaving care up to the age of 25 years. It is an 'umbrella' plan, supported by many more specific plans that provide the detail of what will be done, by whom, and who for.



The artwork used throughout this document was created from ideas developed in the consultation sessions with children and young people (2011)

Fulfilling our responsibilities

In developing and delivering on the outcomes within the strategy, the Children and Young People's Partnership recognises and will respond to its statutory responsibilities within the Equality Act 2010.

In addition, we will ensure that the commitments made within their own Welsh Language Schemes are complied with, and support the WAG vision for the Welsh language when it is published in 2011¹ and the Welsh Language Measure (2010).

The CYP Partnership is committed to children and young people's rights, as outlined in the UN Convention on the Rights of the Child (UNCRC)². It also supports the aims within the Child Poverty Strategy for Wales³ which includes the following aims of particular relevance to this Plan:

- To reduce the number of families living in workless households
- To improve the skill level of parents and young people in low income families so that they can secure well paid employment.
- To reduce the inequalities that exists in health, education and economic outcomes for children living in poverty, by improving the outcomes of the poorest.

Workforce development

We have also considered the workforce development needs to deliver the headline outcomes and we recognise and value the Welsh language and culture and other languages and cultures and will be mindful of this in the delivery of the outcomes.

Childcare sufficiency Audit 2011

Accessible and affordable childcare provision is an essential part of helping parents (including young parents) to access employment or learning opportunities.

We have produced an audit of our Childcare provision. This "Childcare Sufficiency Assessment" has helped us to understand the childcare needs in the County and how they can be managed or developed with existing resources, according to need.

(Appendix 1 summarises how the UNCRC's Aims and the requirements of the Child Poverty Strategy relate).

¹ [A Living Language: A Language for Living., Welsh Assembly Government, 2010 \(Consultation\)](#)

² United Nations Convention on the Rights of the Child: <http://www.unicef.org/crc/>

³ Child Poverty Strategy for Wales:(2011)(<http://wales.gov.uk/docs/dsjlg/policy/110203newchildpovstrategy2en.pdf>)

LIVING IN FLINTSHIRE – WHAT WE WANT FOR OUR CHILDREN, YOUNG PEOPLE AND FAMILIES

Members of the CYPP want all children, young people and families in Flintshire to be safe, healthy and free from poverty, disadvantage and inequalities of opportunity.

Despite the overall perceived affluence of Flintshire, it is recognised there are several geographical areas of significant deprivation within the county. The needs assessment/health profile provides us with a fuller picture of the detail of this and provides information about the support needs of families in Flintshire in 2011. Our recent consultation work has endorsed these findings and has shown that in these areas children, young people and families are at increased risk of the following:-

- Experiencing ill health and poor physical and mental wellbeing
- Having an earlier death than their peers.
- Being less successful at school/further education
- Being involved in or experiencing criminal activity
- Becoming a teenage parent and/or experiencing poor sexual health
- Facing unemployment or reduced earning capacity
- Being an informal carer for one or more relative
- Having low self esteem and limited life skills and coping strategies
- Being a direct victim of domestic abuse or living in a household where domestic abuse, substance misuse issues and or other dependencies exist

We also recognise that we need to target our services to those who are most vulnerable, those who have the highest levels of need and those who are least likely to be able to make changes without additional help, such as when:

- The child and/or parent has a disability/long standing illness/infirmity which limits their daily activities (including a mental health problem or learning disability)
- The child/children are recognised as Child in Need, on the Child Protection Register or are a looked after child/young person
- English/Welsh is not the first language of the family
- A family lives in unsuitable, poor quality accommodation
- The family has a low household income
- There is evidence of domestic abuse and/or substance misuse in the household
- One or more parents has additional learning needs/has previously been looked after by a Local Authority
- There is evidence that one or more members of the family has a history of offending
- Parenting of the children is inappropriate and/or inconsistent
- A child is excluded or at risk of being excluded from school
- A mother is under 18

MAKING IT HAPPEN

Collaboration and partnership working

All individuals, services and organisations working with children, young people and families have a shared responsibility to improve outcomes and make a positive difference for all, and in particular, for our most disadvantaged and vulnerable groups.

Effective partnership working is well established in Flintshire, and we are committed to the following underpinning principles which inform our vision, our headline outcomes and key priorities and which will influence our future commissioning strategy.

We aim to:

Work together to meet the needs of all children, young people and families in Flintshire whilst ensuring that organisational boundaries do not become obstacles.

Embed a workforce development strategy within our plan to grow, develop and retain a well trained experienced and skilled workforce.

We will be:

Focusing our efforts on prevention and early intervention to improve outcomes for children and young people and families, reducing the need for intensive, higher cost interventions later on.

Planning together, sharing priorities and delivering the proposed outcomes as set out in this Plan, by promoting innovative and more efficient ways of working to make positive sustainable changes.

We will do this by:

Working with children, young people and families, supporting them to help themselves, in ways and at a pace to suit their needs.

Providing access to the right services at the right time, integrating services and practices where and when appropriate.

Using resources to ensure the best value for money, including through joint strategic commissioning.

Our principles and values

We have combined our strengths to develop the proposed outcomes by working closely with organisations to fully engage stakeholders. To continue this we need to:-

Ensure inclusion not exclusion

Promote community cohesion and diversity and be open minded
Continually engage our service user groups to evaluate and respond to needs

Be family focused not service focused

Provide the right services and support at the right time in the right place with a focus on prevention and build on what works already
Take action to deliver real change and make a positive difference
Focus on improving outcomes rather than on structures

Be forward thinking not static

Be flexible and responsive to changing needs
Embrace change and seek out opportunities to continually improve
Be creative and innovative in driving the Child Poverty Strategy for Wales via the Families First Programme in Flintshire

Enable and empower; listen and respond

Develop structures to support parents to support their family
Support children, young people, families and communities to become self reliant, make well-informed choices and build resilience
Fully engage stakeholder in design and delivery
Respect all views and respond to what people tell us
Reach out to children, young people and families and carers and be open to challenge

Provide Leadership

Stay committed to our vision and values
Set clear direction, be bold with decisions and ensure accountability
Challenge poor performance
Encourage notable practice

MOVING FORWARD

The Children and Young People's Partnership aims to add value to existing planning arrangements, with the CYPP Board holding members to account for the delivery of the agreed headline outcomes.

We will review and adapt the delivery of actions, based on the evaluation of our progress. Sub groups of the Children and Young People's Partnership have been established, and are charged with formulating annual plans to collectively contribute to the outcomes. The Children and Young People's Partnership will build on notable practice and identify and develop regional collaboration during 2011 – 2014.

Action Summaries

The 'action area summary charts' that follow demonstrate how we intend to focus in 2011-2014, how we will know what success will look like, and how we will all work to contribute and measure the contributions to the outcomes.

All the action area summaries are interlinked and each will add value to the others; the detailed connections between each will be considered in the development of activities during all stages of delivery.

We have also included examples of the achievements made during the past three years (2008-2011) as part of the previous Children and Young People's Plan for Flintshire. The specific achievements highlighted are complemented by those from the core services of partner organisations; it is important to keep in mind the significant contribution that these will continue to make during the lifetime of this new Plan.



Action Area 1: Children and Young People are cared for



***Every child in Flintshire will have the best start in life.
If problems are caught early, we will be able to stop those becoming
bigger problems in the future.***

In the past three years, we have:

- Developed the Parenting Strategy and Action Plan, and established a Parenting Programmes Task and Finish Group
www.flintshire.gov.uk/parentscentre
- Developed a Toolkit for services working with families
- The selection of Flintshire Flying Start as a case study in phase one and two of the national evaluation of Flying Start - key messages from this research will inform future planning for integrated early years services.
- Delivered a rolling programme of parenting programmes throughout Flintshire, with Flying Start/Sure Start/Community Parents working together to provide:
 - Family Links/Nurturing
 - Webster Stratton Infant Programme
 - Webster Stratton Toddler Programme
- Provided training to parents relating to the Foundation Phase, by the Language and Play Team (Chatterbox Playtimes)
- Prioritised the identification of women experiencing perinatal mental health issues and provided appropriate treatments through the Flying Start Health Visitors and Early Intervention Service staff
- Rebranded the Family Information Service (FIS) and ensured all information/promotional items are bilingual. The service is now working towards achieving the new national standards for FIS.
- Operated the Free Breakfast scheme in schools
- Successfully introduced the Foundation Phase in primary schools
- Promoted the benefits of breastfeeding and support for breastfeeding
- Promoted the child and teenage immunisation programmes

In the next three years we aim to:

Maintain focus on supporting parenting, in line with Welsh Assembly Government policy (see Flintshire's Parenting Strategy – contact www.flintshire.gov.uk/parentscentre)

Ensure babies are born healthy and have a healthy weight at birth. Babies born weighing less than 2500g are more likely to die or suffer poor health. In addition, there is evidence available to link low birth weight to chronic diseases in both childhood and adulthood. Recent evidence suggests that the causes of low birth weight include mothers smoking during pregnancy and in the home, poor diet and excessive alcohol or drug consumption during pregnancy. Our actions in this area will contribute to Wales' Child Poverty Targets:

- to reduce low birthweights amongst babies in the most deprived fifth of the population, and to reduce the infant mortality rate experienced by the most deprived fifth of the population

Increase breastfeeding rates. Breastfeeding provides considerable health benefits for both mothers and babies. The World Health Organisation recommends that babies should be exclusively breast-fed until 6 months old. Breastfed babies are less likely to suffer from gastroenteritis, chest, urinary tract or ear infections, and from obesity in childhood. Although not a specific poverty target, there are marked differences in the rates of breastfeeding among different groups, with the lowest rate of breastfeeding being found in lower socioeconomic groups and younger mothers.

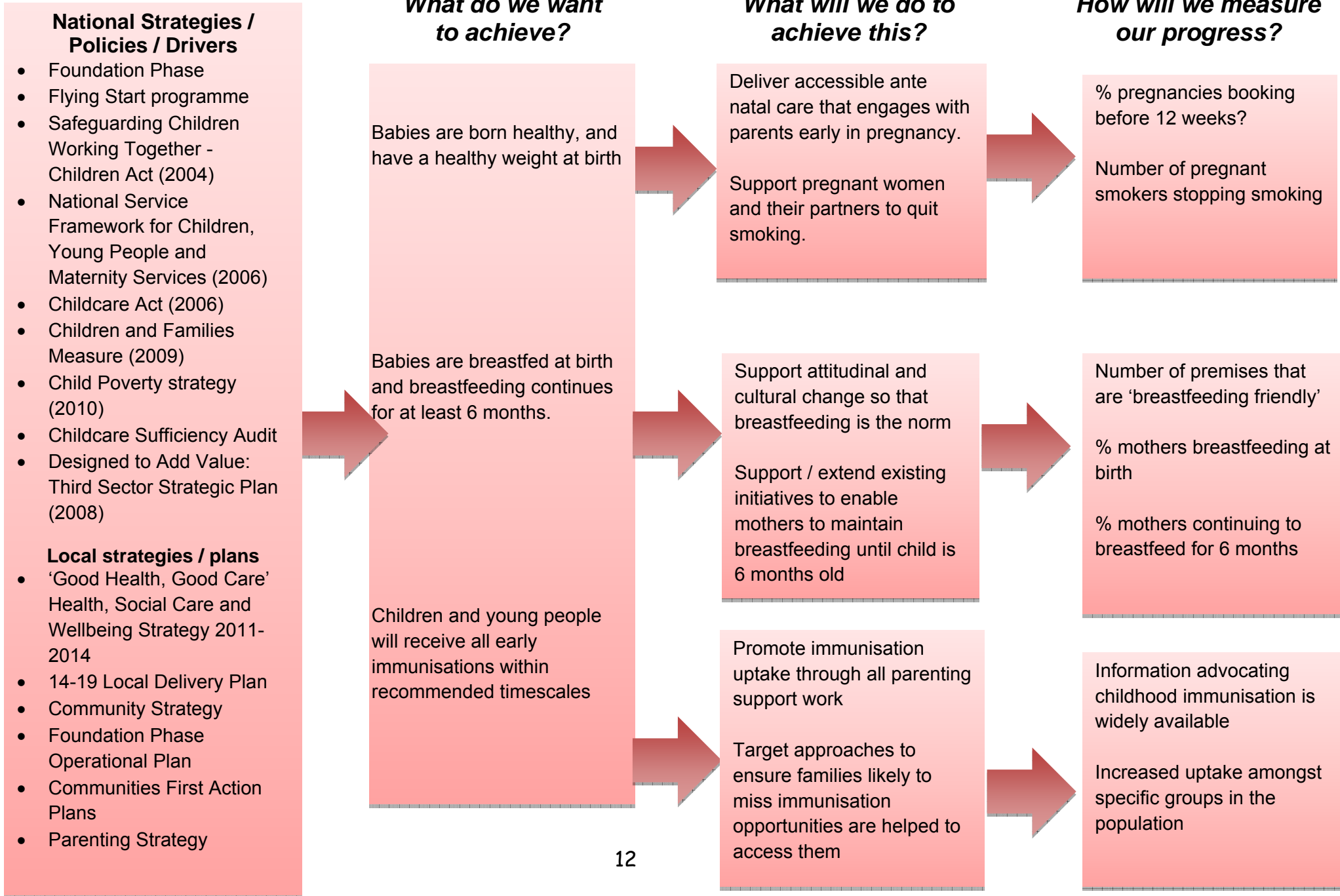
Continue to improve childhood immunisation rates: Immunisation is one of the most effective preventative health measures. Flintshire's MMR coverage rate has been consistently higher than the Wales average, and in 2008-09 had reached a rate of 91 per cent. However, the World Health Organisation recommends immunity levels of around 95% to prevent outbreak of disease. There is evidence to suggest that certain groups of children are at risk of low uptake of immunisation, e.g. looked after children, hospitalised children, those not registered with a GP and those from minority ethnic groups.

What will success look like when we achieve our outcome?

Reduced incidence of low birth weight babies (i.e. less than 2500g for a singleton baby) and of infant mortality (the numbers of deaths in infants under the age of 1 year, per 1,000 live births in a given year.)

Increased take up of breastfeeding and continued breastfeeding for at least six months from birth.

Rates of 95% or more for early childhood immunisations, including amongst those at risk of low uptake, will be achieved.



Action Area 2: Children and Young People are ready, able and encouraged to learn



All children and young people in Flintshire will have lots of different learning opportunities available to them, both in and outside of school or college, so that they can develop skills to use throughout their lives.

In the past three years, we have:

- Continued to develop the Surestart, Flying Start and Genesis projects.
- Established a range of early years learning opportunities, including pre-school play, and Chatterbox Playtime provision.
- Actively enabled access to formal and informal education provision for disabled children and young people, promoting inclusion with their peers
- Developed educational support for children and young people from the Gypsy traveller community
- Launched the 'Achievement Support Project' to work with young people excluded from mainstream education. Involving Flintshire Youth Service, Careers Wales, FCC Access Team and FLVC.
- Supported a 'buddying' project in Youth Clubs to enable young people with a disability to attend and participate.
- Developed opportunities for volunteering by 14 -19 year olds, including a community gardening project in a sheltered housing for older people which included Ysgol Maes Hyfryd, Flintshire High School, Age Concern and Groundwork.
- Enabled young people in the Youth Justice system to engage with informal learning opportunities

In the next three years we aim to:

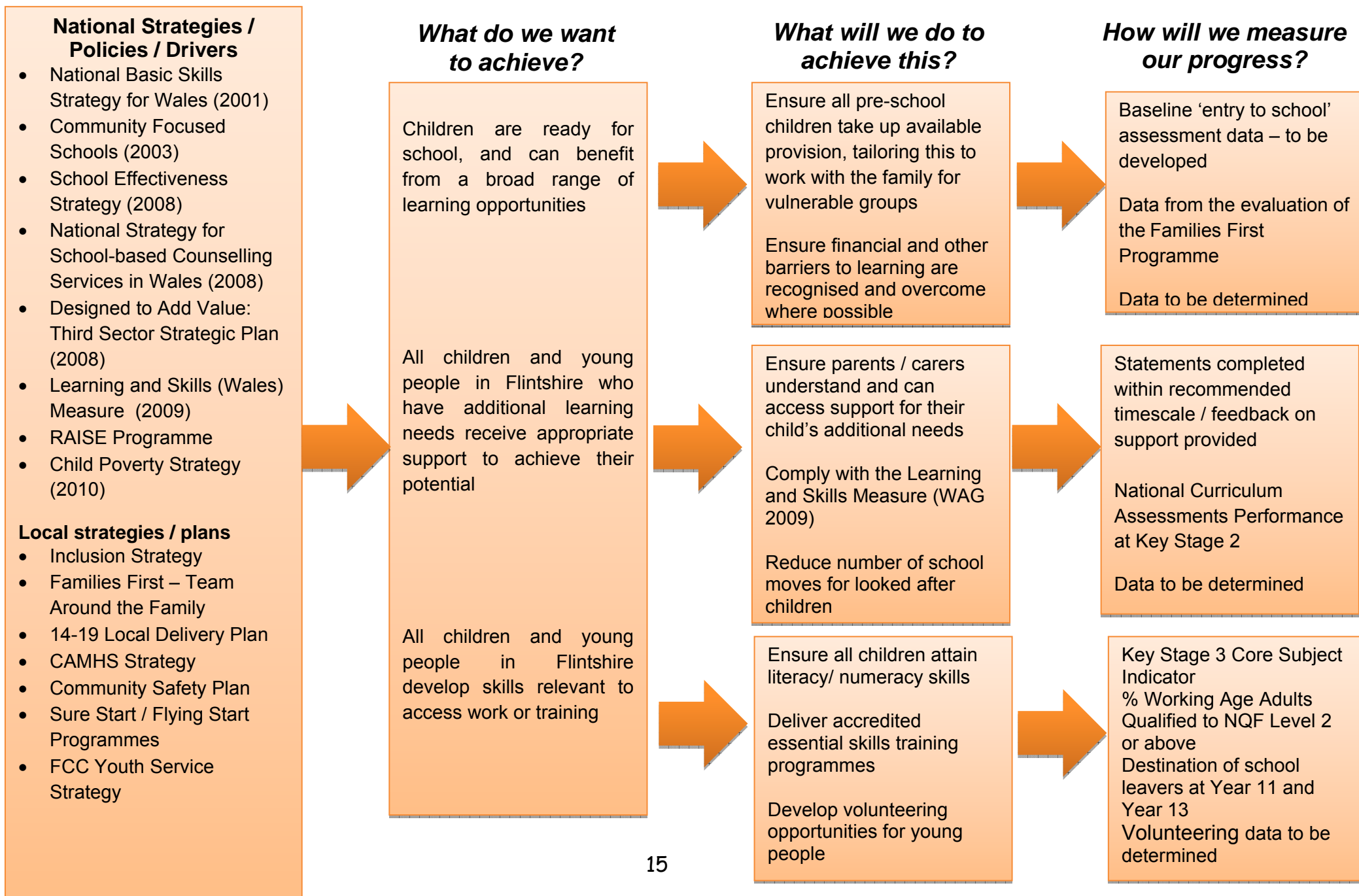
Increase school attendance – Schools have an important impact on children and young people’s lives and development influencing self esteem, ambitions, health behaviours and longer term life satisfaction. Research suggests that pupils from disadvantaged backgrounds are more likely to be absent from school: there is a correlation between the proportion of pupils entitled to free school meals and the rate of absenteeism.

Develop essential skills – Essential skills are fundamental to future progress through the education system, and through life. Whichever career path is chosen, the ability to read, write, communicate and use Information Technology will be a necessary part of it. Not being able to read and write is isolating and is linked with poor job prospects and poor social outcomes for children, young people and families.

Support achievement – High proportions of pupils who do well in education at age 15/16 continue in full time education and may go on to higher education. Wales has a child poverty target that no pupil should leave full time education without an approved qualification. Further targets relate to the percentage of 15 year olds achieving GCSE grade A* - C in each of the core subjects. We will also encourage people to gain wider experience and achievements by contributing to volunteering, faith sector activities and community initiatives.

What will success look like when we achieve our outcome?

- Improved school/ college attendance / reduced levels of unauthorised absences by all pupils and students, including those most at risk of non-attendance
- Year on year improved results at each Key Stage, including for those groups at most at risk of poor achievement
- The proportion of Year 11 pupils who remain in full time education will increase
- Fewer young people will not be in employment, education or training (NEET) and the numbers will continue to reduce.
- A greater number and range of formal and informal learning opportunities, and for training and work based learning



Action Area 3: Children and Young People have a healthy lifestyle



Children and young people's health will be protected and a healthy lifestyle will be promoted. There will be services to help those who are ill, have a disability or any other difficulties

In the past three years, we have

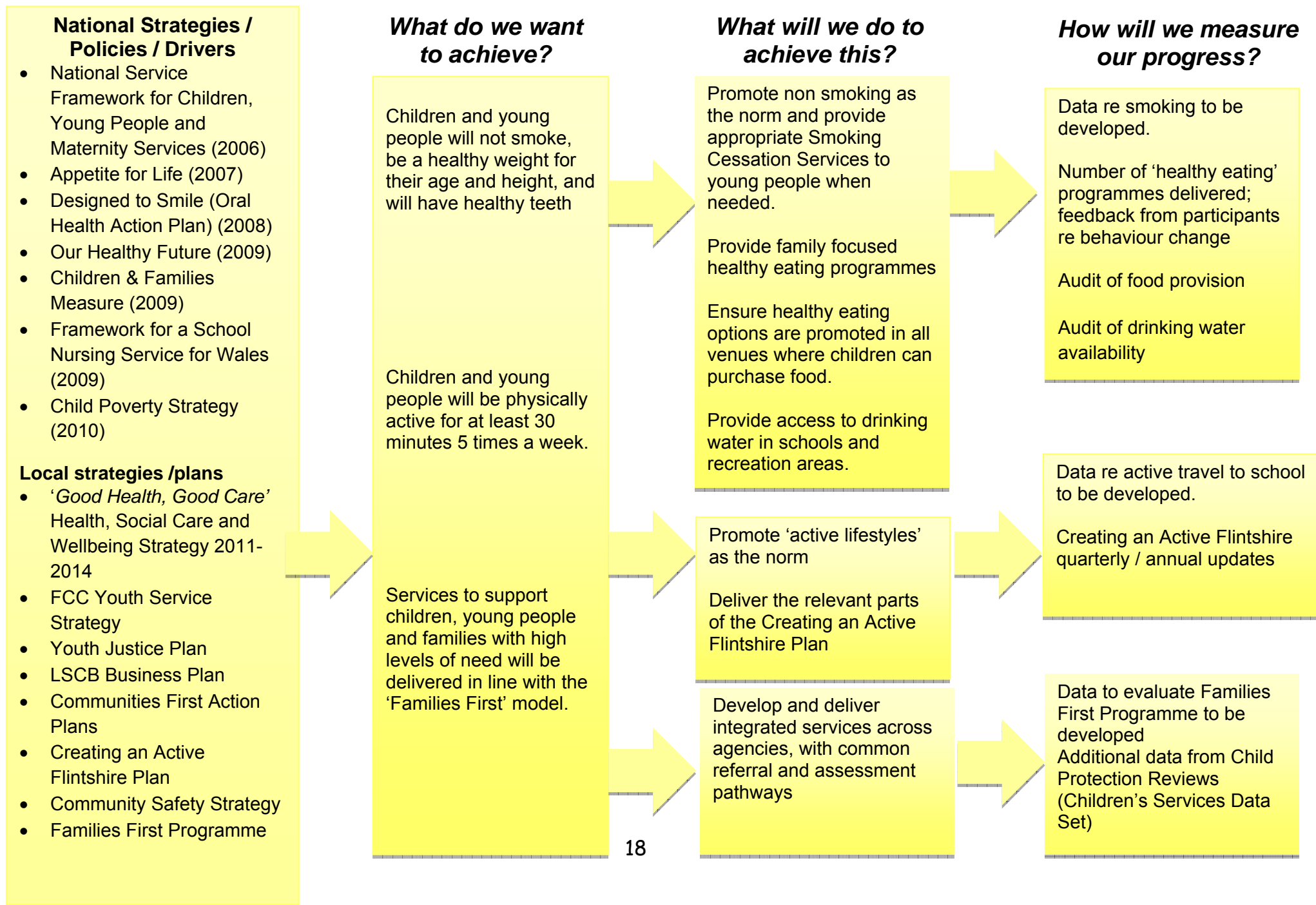
- Engaged young people receiving services from Child and Adolescent Mental Health Services (CAMHS) in a project to explore how they would like professionals within CAMHS to be trained. This work contributed to the service being named 'Specialist CAMHS Provider of the Year' by the Royal College of Psychiatrists. A training programme was also developed using creative techniques when working with children and young people.
- Continued to actively engage with the Healthy Schools Programme.
- Worked closely with the Children's Obesity Prevention Group (led by Public Health Wales) to engage all sectors in tackling issues around obesity. A multi agency group developed a DVD with parents and children to inspire other parents to engage in accredited healthy eating training (A Taste for learning DVD available from cyp@flintshire.gov.uk)
- Developed the 'Active 8-16' (a physical activity on referral programme) to work with children with behaviour or weight management issues, other health related problems or self esteem issues that might be improved through sport and physical activity participation. Referral to 'Active8-16' allows the young people to be supported to attend existing 'open access' sessions with their peers

In the next three years we aim to:

- **Reduce overweight and obesity:** maintaining a healthy weight for height in childhood and adolescence is important as it can lead to obesity in adulthood, with increased risk of heart disease and stroke. Adverse psychological consequences can also arise – a substantial proportion of young people are unhappy with their body weight and experience low self esteem as a consequence.
- **Ensure young people grow up “smoke free”:** Smoking is the largest single cause of avoidable ill health and death in North Wales; stopping children from starting to smoke is a key priority.
- **Improve dental health:** Poor dental health is one of the most prevalent diseases affecting children in Wales and is largely preventable. there is a marked correlation between levels of child dental decay and social deprivation
- **Increase levels of physical activity:** Physical activity is important to children and young people’s development. Health benefits include stimulating growth, fitness, developing social skills, assisting weight management and benefiting overall wellbeing.

What will success look like?

- Children and Young people will be neither overweight nor underweight for their age and height, as measured by the ‘children’s heights and weights survey’
- The mean number of decayed, missing or filled teeth (dmft) per child as measured in the annual dental health survey will reduce
- The proportion of children and young people meeting the recommended guidelines for physical activity will increase
- Children, young people and families in need will receive holistic assessments and a range of support services to protect their health and wellbeing, and to adopt healthy lifestyles.



Action Area 4: Children and Young People have time and space to play and to participate in activities



Children and young people have the right to play and to take part in lots of other fun leisure and sporting activities

In the past three years, we have

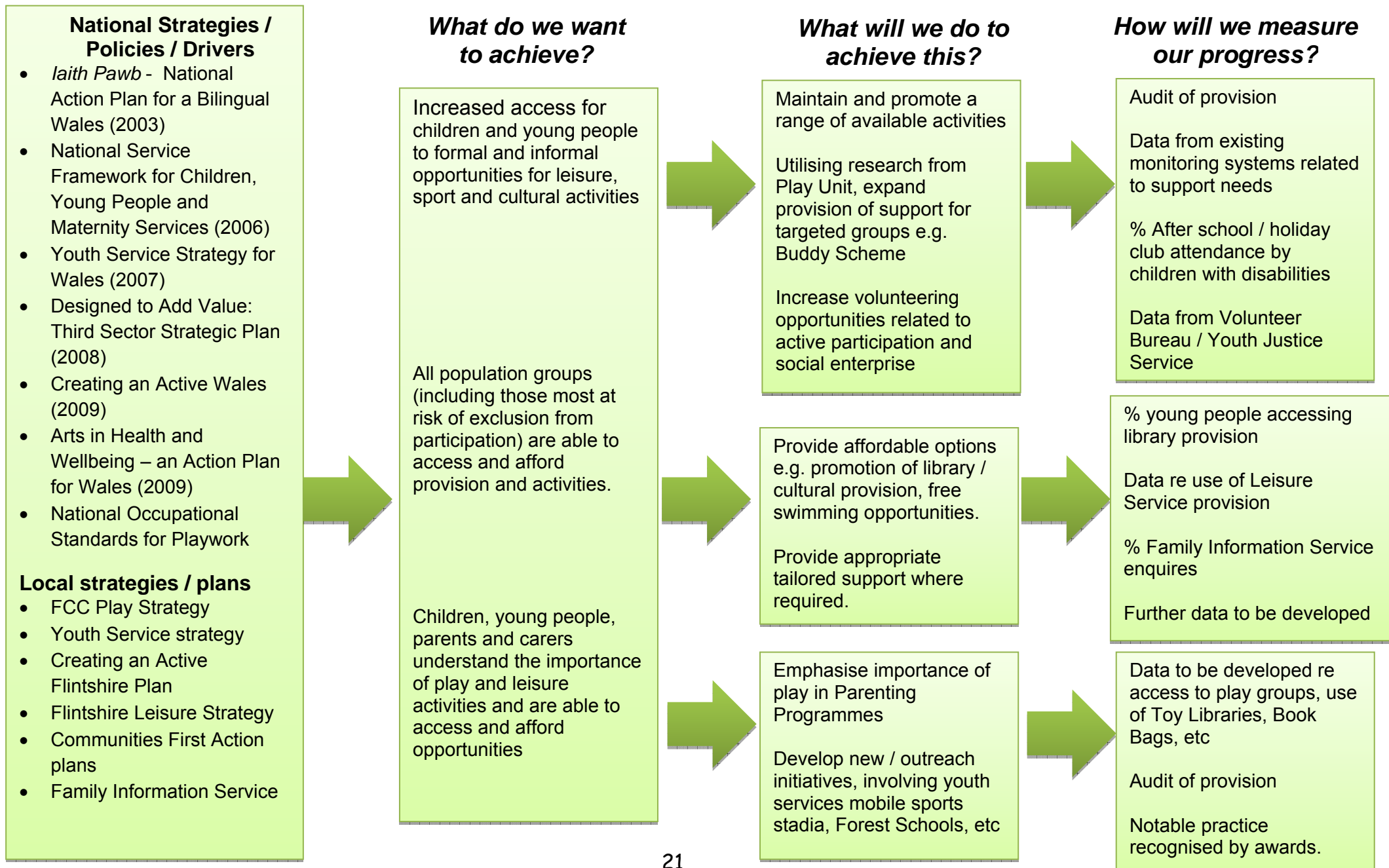
- Established 'NEW Play' as a Regional Play Forum to advise, support and plan children and young people's play opportunities
- Implemented the actions within the Flintshire Play Strategy to increase the number of children and young people having regular access to a wide range of play opportunities within their own communities.
- Supported a wide range of faith sector and other voluntary / third-sector play initiatives.
- Delivered a series of annual 'Summer Playschemes' supported by Flintshire's Play Unit, Access for children with disabilities is supported by a 'buddy scheme'.
- Developed the Flintshire Youth Service Strategy as a clear statement of the purposes of Youth Work, and of Flintshire County Council's commitment to supporting high quality opportunities for young people
- Enhanced bilingual play provision, engaging with Twf, Mudiad Ysgolion Meithrin, National Child Minding Association, and strengthening working between Flintshire Youth Service, Urdd Gobaith Cymru and Menter Iaith Sir Y Fflint
- Encouraged young people to participate in volunteering opportunities that have been recognised by accreditation and awards. This work will be developed as part of the European Year of the Volunteer for 2011.

In the next three years we aim to:

- **Increase the availability of and access to safe and affordable places to meet** for leisure, sporting and cultural activities - to secure optimum health and wellbeing, *all* children and young people (regardless of their abilities or circumstances) should be able to enjoy and benefit from a variety of recreational activities. Belonging to an organisation, group or club can provide important access to a peer group, and opportunities to meet people from a broader range of backgrounds than may be possible just through family, school and neighbourhood contacts
- **Provide appropriate support** where required to ensure children and young people with a disability have equity of access to play and leisure services, including pre-school provision, after school clubs and holiday play schemes and youth service provision.
- **Develop innovative outreach services** for children and young people in rural areas and for targeted population groups who may otherwise be excluded from the available provision, e.g. through language or cultural projects
- **Use the Welsh Assembly Government 'Participation Strategy'** to underpin all our work.

What will success look like?

- There will be more leisure, sport and cultural activities for children and young people
- All playworkers will achieve the National Occupational Standards in Play work
- Children and young people will be able to contribute in their language of choice.
- All services and organisations will understand how to engage with children and young people to enable participation.



Action Area 5: Children and young people are respected in all areas of their lives



Children and young people have the right to be heard when decisions which affect them are being made.

In the past three years, we have

- Involved young people in the recruiting of staff for the School Based Counselling Service and the Children & Young People's Partnership Coordinator.
- Developed a training session for adults on young people's participation - involving young people from Mold Alun School as part of the 'Young People Say' project funded by Save the Children.
- In partnership with the National CLIC project, redeveloped the 'Young Flintshire' website, and re launched it in 2010. The website is now run by a group of Young Editors. (YFYEGS)
- Planned and delivered a 'Young @ ❤️' event, in which children, young people and older people worked together on an intergenerational project to celebrate the International Day of Older People. This has sparked ideas for future intergenerational projects.
- Continued to facilitate young people to attend the Young People's Partnership Meetings, and work with Heads of Services to develop solutions to issues raised by young people.
- Developed links between Urdd Gobaith, Cymru and our gypsy traveller communities with young people from Flintshire Youth Forum to share cultural issues and activities.
- Developed a social enterprise project (US UnLtd) with young homeless people, as part of the Supporting People programme.

In the next three years we aim to:

- **Encourage all children and young people to engage in meaningful decision making** on issues that affect their lives now, and in the future. When planning and developing services, the needs and views of under-represented or 'hard to reach' children and young people must be actively considered and targeted. Having a sense of control over one's circumstances is an important element of wellbeing.
- **Value all children and young people** as members of society, respecting their diversity and not discriminating against them because of their race, culture, sexual orientation or disability. All forms of discrimination have potentially profound and long lasting adverse effects on the health and life chances of those who experience it
- **Help all children and young people to know about and understand their rights**, Advocacy services can support children and young people to access their rights and empower them to do so. The right to express views becomes particularly important when people perceive that things are going wrong or are dissatisfied with a service,

What will success look like?

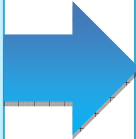
- Children and young people will feel that they are respected and encouraged to contribute their views within decision making and community life. School Councils and Youth Fora will be vibrant and effective in shaping the agenda
- The Young Flintshire website will be well known as a central source of information for (and about) children and young people; 'hits' and feedback on the site will increase
- Rates of bullying and hate crime will be reduced, and will continue reducing
- Universal advocacy services will be accessible to all children and young people
- Services provided for children and young people will be of high quality

National Strategies / Policies / Drivers

- United Nations Convention on the Rights of the Child (UNCRC) (1990)
- Iaith Pawb - National Action Plan for a Bilingual Wales (2003)
- National Participation Standards (2007)
- Children and Families Measure (2009)
- Child Poverty Strategy (2010)

Local Strategies and plans

- Local Safeguarding Children Board Plan
- Communities First Action Plans
- Good Health, Good Care' Health, Social Care and Wellbeing Strategy 2011-2014.
- Youth Services Strategy
- Parenting Strategy
- Community Safety Plan

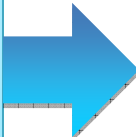
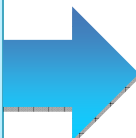
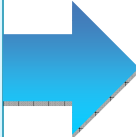


What do we want to achieve?

Children and young people will be active in their own communities and will be involved in decisions that affect them and their circumstances

All children and young people are confident, self reliant and give / receive respectful acceptance of their cultural differences

UNCRC Rights and advocacy awareness are actively promoted and built in to workforce training.



What will we do to achieve this?

Provide opportunities for representation and ensure that those most at risk of exclusion / marginalisation are supported to lead on and participate in issues.

Update Participation Strategy / promote the Young Flintshire website

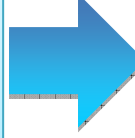
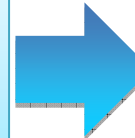
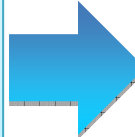
Introduce participation kite mark/ quality assurance.

Build on anti bullying strategy work

Support 'Respecting Others' programme

Emphasise children and young people's rights in staff induction and continuing professional development programmes

Develop and promote access to universal and targeted advocacy services



How will we measure our progress?

Data re participation in structured representational opportunities to be developed

Implementation of Youth Inspector service assessment recommendations

Participation Strategy updated; data re its implementation to be developed

Hits to Young Flintshire website

Data to be developed

Audit of training programme content

Audit of advocacy service uptake

Action Area 6: Children and young people are safe



Children and young people will be protected from things which might stop them from growing and developing. There will be support for families to help them to cope with any difficulties they face.

In the past three years, we have

- Developed resources and events to support the Welsh Assembly Government's 'Respecting Others: Anti-bullying Guidance'. This culminated in 'Respectfest 11', where children and young people were able to explore anti-bullying and respect in an interactive way. It is hoped *Respectfest* will become an annual event.
- Held a series of workshops in secondary schools to raise awareness about sexual violence issues. This very powerful and effective approach was commissioned by the Community Safety Partnership and CYPP, and delivered by Cat's Paw Theatre Company.
- Established the Young People's Drug and Alcohol Team to minimise the impact of drug, alcohol and substance related harm on young people, their families and the community. The team also uses a mobile Unit, the 'Night Dragon' to help them in their work across the County.
- Provided home safety education and equipment to families with a child under 3
- Developed a definition of 'appropriate accommodation' to ensure that responses to young homeless people/ young people at risk of being homeless are of a high standard.
- Supported parents to access parenting support programmes.
- Promoted close working and shared good practice learning between Local Safeguarding Children's Board and Youth Justice Service

In the next three years we aim to:

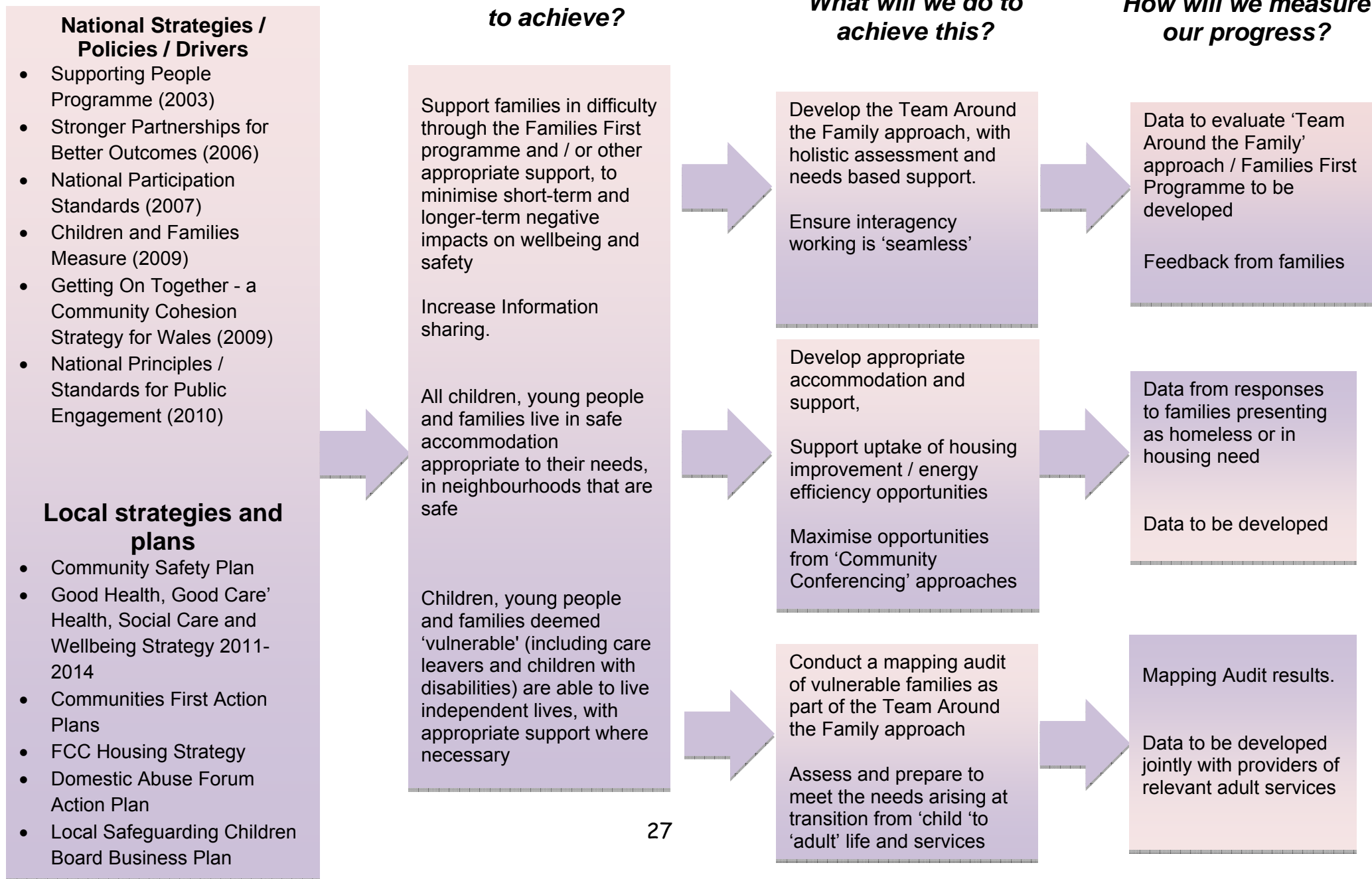
Develop the 'Team around the Family' approach to service delivery: 'whole systems' interventions that include remedial, protective and preventative elements has the potential to improve life chances of families in difficulty, as well as deliver cost efficiency savings.

Ensure that all families (including vulnerable families) live in appropriate accommodation. Having a place to live is an essential prerequisite for health. Without a safe home, and a safe environment, children and young people will be unlikely to achieve their full potential.

Increase joint training opportunities (both within Flintshire and with neighbouring counties), and **improve the sharing of information** about the needs of children, young people and families so that responses are timely and effective

What will success look like?

- Children and young people who have high levels of need receive the most appropriate integrated services.
- Children and young people will not be homeless or be living in temporary or inadequate accommodation (including B&B accommodation)
- Children and young people will feel safe in their homes and their neighbourhoods
- All looked after children, care leavers and children with disabilities will be appropriately assessed, supported and empowered to achieve full independence



Action Area 7: Children, young people and families have the resources they need to maximise their opportunities



Families, children and young people in Flintshire will be able to get the best out of life and reach their potential, even when they don't always have enough money.

In the past three years, we have

- Delivered the Basic Skills National Support Project for Groups at Risk of Social Exclusion, supported by multi agency provision.
- Developed junior Credit Unions in local schools, in partnership with Communities First Boards
- Made Citizens Advice Bureaux debt advice and support available to families
- Helped partner agencies and young people in Flintshire to feed into the development of the Child Poverty Strategy for Wales, which will inform the development of Families First in Flintshire
- Contributed to the Local Service Board's strategic priority of 'Maximising Opportunities' for people in Flintshire, and supported continuing action.
- Supported young people with caring responsibilities to maximise their access to learning, employment and leisure.
- Worked jointly with voluntary organisations to develop and accredit training for young people in preparation for further learning / skills development / employment

In the next three years we aim to:

Maximise family income: To overcome income related disadvantage, the financial and material circumstances of children, young people and their families must allow them to afford a healthy balanced diet, participate in opportunities for physical activity, learning and leisure, and have the living conditions and services that will enable them to develop their personality, talents, mental and physical capabilities. A high proportion of enquiries to Flintshire's Citizens Advice Bureaux and similar services are concerned with welfare benefits / tax credits information requests, including full Welfare Benefit Checks and assisting with Disability Living Allowance claims for children, suggesting that more needs to be done to ensure all families are able to fulfil their potential.

Improve the skills levels of parents and young people in low income families so that they can secure well paid employment. Whilst being in work does not guarantee freedom from poverty and its associated disadvantage, it is likely to make it less likely.

Reduce the inequalities that exist in health, education and economic outcomes for children living in poverty, by improving the outcomes of the poorest: children and young people growing up in poverty in rural areas, for example, may experience particular disadvantage as their communities lack services, facilities and activities that stimulate and encourage their growth and development. Living with disadvantage for some young people may mean becoming accustomed to such restrictions, thus reducing immediate expectations of life, and limiting aspirations for the future.

What will success look like?

- Services to promote benefits uptake, provide debt advice and to develop financial literacy skills will be widely available throughout the county
- The proportion of adults acquiring Basic Skills, and of young people continuing into further and higher education will increase
- The number of families living in workless households will reduce.
- Educational attainment for children and young people entitled to free school meals, looked after children and young people, and those in other vulnerable groups will improve.
- Support will be targeted towards families recognised as being particularly vulnerable

National Strategies / Policies / Drivers

- United Nations Convention on the Rights of the Child (UNCRC) (1990)
- Children and Families Measure (2009)
- Stronger Partnerships for Better Outcomes (2006)
- Child Poverty Strategy (2010)

Local strategies and plans

- ALL partnership, organisational, departmental and service strategies / plans, including those in from the voluntary, community and faith sectors

What will success look like?

All families have sufficient financial and other resources to access a healthy lifestyle and achieve their potential

Parents, children and young people have the necessary skills and are able to access to meaningful employment and training

The most vulnerable families will receive the most support

How will we achieve this?

Deliver / promote benefits uptake campaigns and debt advice services, targeting areas and families at most risk of low income

Support the development of food cooperatives, credit unions and Time Banks

Support and promote opportunities for the development of 'essential skills'

Develop new and build on existing support for families to increase skills, access employment and training.

Develop and deliver integrated services across agencies, with common referral and assessment pathways

How will we measure this?

Data to be developed

Audit of relevant provision: location, participation, etc.

Data to be developed

% Year 11 /Year 13 students continuing in full-time education

% 16-18 years olds not in education, training or employment (NEET)

Additional data to be developed

Data to evaluate 'Team Around the Family' approach / Families First Programme to be developed

SHARED PRIORITIES

We recognise that there are significant shared priorities and links with a number of other strategies in Flintshire, and with our partners across North Wales.

Many of the outcomes within the 'Good Health – Good Care' (Health, Social Care and Wellbeing Strategy (2011 - 2014)) and the Community Safety Plan contribute towards the outcomes listed in this 'Making a Positive Difference' Plan.

We will continue to build on and develop the effective partnership working relationships and shared training opportunities so that population health and wellbeing, and the services provided to support them are delivered effectively and efficiently.

WORKFORCE DEVELOPMENT NEEDS

Service delivery is dependent on the training, skills, motivation and management of our workforce. Recognising the essential role our staff play in ensuring the best outcomes for children, young people and families in Flintshire, we will

- enable and encourage integrated working and training for all partners
- develop the 'Team around the Family' approach
- promote the National Occupational Standards for working with parents
- develop the Participation Quality Kite Mark with all relevant partners
- continue to develop diversity awareness and bilingual skills within the work force
- recruit and train learning coaches, childcare staff, volunteers and specialist support staff.
- encourage young people and women returning to work to explore options for employment within childcare, play and other children and young people work.



Core Aims (UNCRC) and Broad Aims (WAG Child Poverty Strategy)

Core Aim 1: EVER CHILD SHOULD HAVE A FLYING START IN LIFE –
Broad Aim – To support parenting of children

Core Aim 2: EVERY CHILD AND YOUNG PERSON HAS ACCESS TO A COMPREHENSIVE RANGE OF EDUCATION TRAINING AND LEARNING OPPORTUNITIES

Broad Aim – To reduce inequalities in educational attainment between children. To help young person's participate effectively in education and training

Core Aim 3: EVERY CHILD AND YOUNG PERSON ENJOYS THE BEST POSSIBLE PHYSICAL MENTAL SOCIAL AND EMOTIONAL HEALTH AND ARE FREE FROM ABUSE VICTIMISATION AND EXPLOITATION

Broad Aim – To reduce inequalities in health between children and between parents of children (so far as necessary to ensure the well being of their children)

Core Aim 4: ALL CHILDREN HAVE ACCESS TO PLAY, LEISURE, CULTURAL and SPORTING ACTIVITIES

Broad Aim – To reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the wellbeing of their children)

Core Aim 5: ALL CHILDREN AND YOUNG PEOPLE ARE LISTENED TO TREATED WITH RESPECT AND HAVE THEIR RACE AND CULTURAL IDENTITY RECOGNISED

Broad Aim – To help young people participate effectively and responsibly in the life of their communities

Core Aim 6: ALL CHILDREN AND YOUNG PEOPLE HAVE ACCESS TO A SAFE HOME AND COMMUNITY WHICH SUPPORTS PHYSICAL AND EMOTIONAL WELLBEING

Broad Aim – To ensure that all children grow up in decent housing. To ensure that all children grow up in safe and cohesive communities

Core Aim 7: NO CHILD OR YOUNG PERSON IS DISADVANTAGED BY POVERTY

Broad Aim – To increase income for households including one or more children with a view to ensuring that, so far as reasonably practicable, there are no households in the relevant income group. Ensuring that, so far as reasonably practicable, children living in households in the relevant income group are not materially deprived.

OUR APPROACH: RESULTS BASED ACCOUNTABILITY – FOCUSING ON OUTCOMES

We adapted the Results Based Accountability ⁵methodology as the basis of the consultation from which we developed the content of this Plan, fully engaging with our stakeholders, local organisations and individuals in this process. Our 7-step approach is summarised here:

1. Where do we want to be? (i.e., what outcomes in terms of conditions of wellbeing do we want for the target population)	Identify the population and what it is we want to achieve (the results / outcomes)
2. What would these results / outcomes look/feel/be like if we could see them?	Describe (in words) how this would be experienced (how would it look/feel/be). This is the bridge between results and indicators and can be a temporary substitute for data where no data exists.
3. What information / data do we have to measure the outcomes we want??	Identify indicators, and choose which one(s) are the most important and informative
4. Where are we now against the most important measures?	Obtain baseline data, and forecast how it is likely to change if nothing different is done. Why are things as they have been? What is behind the data?
5. Who can help make things 'better'?	Identify who can help, gather your partners
6. What could we do that we know will work?	Identify what could be done by one or more of the partners. What / who are the priorities, and why? What can be done for no additional cost? Research your solutions
7. What are we going to do?	Draft the Plan and its action summaries for 2011-2014

⁵ Friedman M (2005): *Trying Hard is not Good Enough*. Trafford Publishing.

CONSULTATION RESPONSES AND FEEDBACK

The consultation process produced over 200 responses from individuals, groups and professionals, including responses from children, young people, parents and families⁶. We recognised that some issues could only be addressed on a national level. However, where responses could be taken forward by the local CYPP, we have ensured that our action summaries reflect this. These suggestions have been critical to identifying need and trends which will continue to inform future action plans to support each outcome. We introduced a partnership approach to our multi-agency facilitated consultation sessions which enriched the feedback and enabled us to reach a wide variety of stakeholders as we utilised the skills of staff who work with children, young people and families directly.

Many common themes arose during the consultation process:

- Children and young people need to be encouraged to have aspirations.
- Children and young people do understand the messages they receive but are not always able to act on them, e.g. healthy lifestyle message is understood, however, transport and affordability are more complex issues.
- People say they have solutions within their own organisations and we need to work more collaboratively to share these.
- Whole families should be supported to improve their own circumstances and wellbeing and enabled to access services and support where and when they need it.
- The importance of children growing up in 'decent housing' was noted
- We need to ensure children are discouraged from forming negative health habits, e.g. smoking /substance use/ unhealthy eating/ underage drinking.
- The need to use a variety of ways that take account of language, cultural and literacy issues to get messages out to particular groups of people, and to make support services easier for people to access was highlighted
- Encouraging participation and involvement in all aspects of achieving the outcomes we want will require a wide range of methods and cooperation between partners. We need to keep stakeholders engaged.
- The importance of intergenerational work was Highlighted by all age groups.
- Our diversity and cultural strengths were recognised and valued.
- Current partnership working was noted and recognised as a strength

⁶ Further details of our consultation may be requested from the Children and Young People's partnership team cypp@flintshire.gov.uk



“Making a positive difference”

Many thanks to everyone who has contributed to the development of this plan.



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board