

# children and young people's plan 2008 - 2011

## 2008 - 2009 annual report - part 1 overview





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# vision for children and young people

**Children and young people are society's future and with them rest our hopes and aspirations. Supporting their interests and welfare is paramount. Our most important principle is that we will secure an active partnership of parents, carers and services, working together to deliver the best outcomes for all our children and young people and thus enabling them to fulfil their potential.**



**Councillor Phil Davies**

Cabinet Member for  
Children's Services & Lifelong  
Learning  
Chair of Wirral Children's  
Trust Board

A handwritten signature in black ink that reads "P.L. Davies".



**Howard Cooper**

Director of Children's  
Services, Children and Young  
People's Department

A handwritten signature in black ink that reads "Howard Cooper".

*“Our vision is to enable Wirral’s children, young people and families to access services quickly in order to be secure, healthy, have fun and achieve their full potential.”*



# introduction

**In April 2008 Wirral published its three year Children and Young People's Plan (CYPP) 2008 – 2011, an overarching strategic plan for all organisations providing services for the children and young people of Wirral.**

The plan covers all the services for children and young people in the borough and brings together all the strategic and operational plans we have to improve their lives and enable them to achieve their potential. It covers every aspect of children and young people's lives from before birth to their 19th birthday and beyond that if they have a disability or have been in care.

Wirral is home to almost 78, 000 children and young people aged 0-19. Wirral is a good place to grow up and most children and young people will fulfil the aspirations that we and their parents and carers have for them.

However there are disparities in Wirral related to economic and social wellbeing and some children and young people experience real disadvantage and hardship. Figure 1 illustrates some of the differences in outcomes for children and young people living in different Wirral districts.

Wirral Children's Trust aims to make sure that all children are safe, healthy, enjoy life, can achieve to their full potential and are prepared for adult life and work. Thorough needs

assessment ensures the work of partners is focused on those areas that are the most urgent to address, and we continue to take every opportunity to work with disadvantaged children and to find ways to improve their life chances.

Through our multi-agency strategic groups all agencies working with children and young people in Wirral have contributed to this review. The views of service users contribute to a continuous assessment of our services. Consultation with a range of children and young people has been carried out to find out their views on our success in achieving our aims and what should be our priority areas for the future. We have reviewed our information and performance data and through needs analysis identified emerging areas for focusing activity around our priority areas.

We have been working hard to make progress in achieving the targets we set out in our plan to deliver continuous improvement for our children, young people and families. We are only one year into the plan and we know we still have much to do, however through strong partnership working we can rise to the challenges presented.

This Annual Report is both a review of our progress in the first year of our CYPP 2008/09 and an opportunity to refresh the priorities in order to be responsive to national and local change. This document is Part 1 of our Annual Report. If you would like to find out more about our progress in year one and how we will deliver our refreshed priorities for the next two years detailed information is published in Part 2 of this Annual Report.

*“Wirral Children’s Trust aims to make sure that all children are safe, healthy, enjoy life, can achieve to their full potential and are prepared for adult life and work”*



**Wirral West**  
 Population of children 0 – 17 16624  
 % Key Stage 2 L4+ inc Eng & Ma 83  
 % 5+ GCSEs at A\*-C inc Eng & Ma 65.3  
 Permanent School Exclusions per 10,000 2  
 % Eligible for Free School Meals 12.3  
 Pregnancies in under 18s per 10,000 23  
 Children In Need per 10,000 280  
 Children with Protection plan per 10,000 35  
 Children in care per 10,000 28

**Wallasey**  
 Population of children 0 – 17 19924  
 % Key Stage 2 L4+ inc Eng & Ma 73.8  
 % 5+ GCSEs at A\*-C inc Eng & Ma 41.9  
 Permanent School Exclusions per 10,000 4  
 % Eligible for Free School Meals 27.2  
 Pregnancies in under 18s per 10,000 36  
 Children In Need per 10,000 604  
 Children with Protection plan per 10,000 54  
 Children in care per 10,000 80

**Birkenhead**  
 Population of children 0 – 17 19784  
 % Key Stage 2 L4+ inc Eng & Ma 68.9  
 % 5+ GCSEs at A\*-C inc Eng & Ma 38.2  
 Permanent School Exclusions per 10,000 9  
 % Eligible for Free School Meals 38.5  
 Pregnancies in under 18s per 10,000 49  
 Children In Need per 10,000 985  
 Children with Protection plan per 10,000 96  
 Children in care per 10,000 173

**Wirral South**  
 Population of children 0 – 17 11973  
 % Key Stage 2 L4+ inc Eng & Ma 75.6  
 % 5+ GCSEs at A\*-C inc Eng & Ma 59.6  
 Permanent School Exclusions per 10,000 7  
 % Eligible for Free School Meals 14.5  
 Pregnancies in under 18s per 10,000 18  
 Children In Need per 10,000 307  
 Children with Protection plan per 10,000 22  
 Children in care per 10,000 35

**Wirral**

- Population of children 0 – 17 (2006) 68305
- % of pupils attaining L4+ inc Eng & Ma at Key Stage 2 (2008) in schools maintained by Wirral 75
- % of pupils attaining 5+ GCSEs at grade A\*-C inc Eng & Ma (2008) in schools maintained by Wirral 50.2
- Permanent school exclusions (2007/08) per 10,000 5
- % Eligible for Free school meals from January 2008 Census (excluding part time pupils) 24.3
- Pregnancies in under 18 year olds (2007) per 10,000 33
- Children In Need (2008/2009) per 10,000 583
- Children with a Child Protection Plan (2008/09) per 10,000 56
- Children in care (2008/09) per 10,000 91

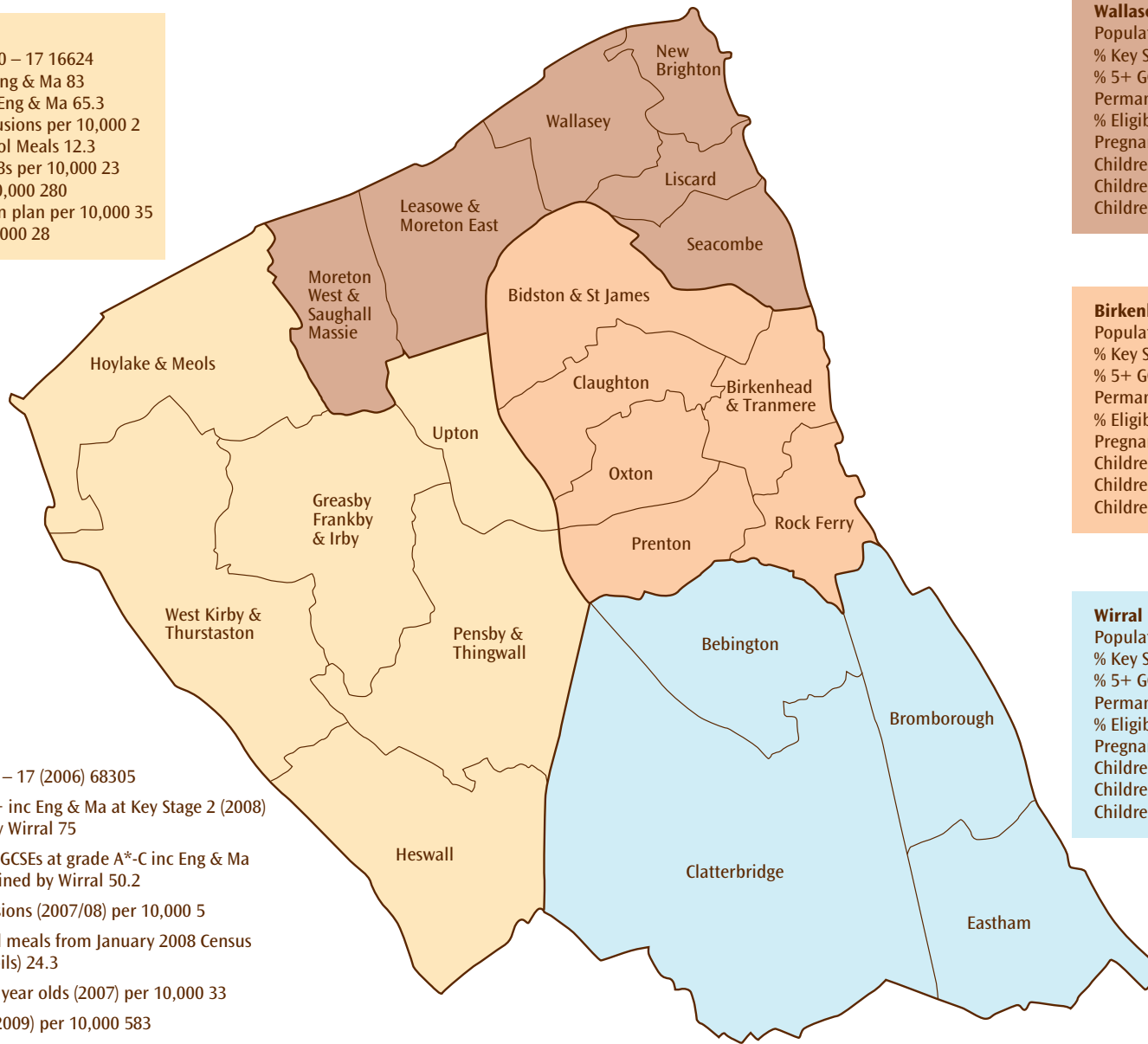


Figure 1: A snapshot of Wirral

# children's services

**Wirral Children's Services are delivered by a number of agencies working together through a shared vision and values.**

We organise our work around children and young people; what they say, where they are and what they need. We value every child equally and strive for positive outcomes for all of them.

Children's Services is governed by the following principles as described in the 2008 – 2011 CYPP:

- Every child matters
- Keeping our children safe through effective safeguarding
- Improving outcomes for children, young people and their families
- Organising around children and young people
- Operating across the partnership as a single integrated Children's Service

- Continuing to build on excellent partnership working
- Integrated strategy and governance
- Integrated delivery and processes
- Equal value and common standards
- Fitness for purpose utilising new approaches and technology to improve our efficiency and service
- Responsibility and accountability.

*“We value every child equally and strive for positive outcomes for all of them.”*



# safeguarding

**Protecting our children and young people from harm is a key priority for the whole partnership and is led by the Local Safeguarding Children Board (LSCB).**

Protecting our children and young people from harm is a key priority for the whole partnership and is led by the Local Safeguarding Children Board (LSCB).

The LSCB has a clear vision that places safeguarding at the centre of the Children's Trust's overall commitment to supporting children and the families it serves. The Director of Children's Services and the Lead Member for Children's Services have clear roles and responsibilities as champions for children, young people and their families. The Director reports directly to the Council Chief Executive.

The board promotes high standards in safeguarding work across the partnership and has the responsibility to hold organisations to account to ensure these standards are met. The LSCB Business Plan is integrated with the Children and Young People's Plan through the work of the Staying Safe Strategy Group.

Key areas of work completed in 2008/09 included:

- A comprehensive multi-agency LSCB training strategy and training pathway is in place and routinely delivered to all levels of staff.
- A Child Death Overview Panel was established and a rapid response procedure is embedded in partnership processes.
- Strengthening prevention by learning lessons from Serious Case Reviews (SCR) and Critical Incidents. In 2008/09 two SCRs were undertaken. The results of the reviews were positive with the first being marked as 'good' by Ofsted. The second is 'adequate'.
- Increase in partner agency contribution to the LSCB budget has increased to allow for the establishment of an LSCB Manager, a LADO and an interim Common Assessment Framework (CAF) officer.
- Collaboration across Merseyside with other LSCBs and Merseyside Police to ensure joint learning and improve consistency.

Key areas for development for 2009/10 include:

- LSCB will review the DCSF 'Effectiveness of the New Local Safeguarding Children Boards' (June 2009) research report to make any necessary changes.
- LSCB capacity will be further reviewed to allow for the effect of national requirements, notably the statutory guidance for Directors of Children's Services and Lead Members.
- Implementation of the action plan developed from an appraisal of the referral procedures in response to Lord Laming's report.
- The establishment and induction of an Independent Chair for the LSCB and for independent leadership of the Serious Case Review Panel.
- Development of a revised training plan for GP's following action from a SCR which will alter contracts and make child protection training compulsory.



# integration of services

**Wirral's Children's Trust supports Lord Laming's view that: "I am in no doubt that effective support for children and families cannot be achieved by a single agency acting alone. It depends on agencies working together. It is a multi-disciplinary task."**

In order to be responsive to local need Wirral has organised services linked to district and areas with the development of area teams. Co-location of the services of different partners within this area design to provide a range of services in one place has been successful in Well Lane Primary School. Benefits of this approach include positive outcomes for service users, enhanced processes of professionals working together and synergy of service delivery leading to greater efficiency and effectiveness. In 2009/10 six additional co-located hubs will be developed supported by the successful award of a national co-location grant of £927,000.

A good start in life is essential if children are to fulfil their potential and provision of integrated high quality early years provision and family support services is a priority for Wirral. Currently 19 Children's Centres have been established and by 2010 21 centres aligned to community boundaries will be developed ensuring all parents and carers with children under five years old can access integrated services that are responsive to local need. To ensure consistent development of provision across the borough 'Wirral's Children First' Strategic Board ensures sharing of good practice and coherent policies across

the centres. The co-location project will amplify the effectiveness of the centres through the extension of their offering.

The extended services agenda through schools is also being developed. The 2008/09 deadlines for meeting the full core offer have been met and 85% of schools are offering extended services for the children, families and communities they serve, the highest in the region. Over the life of this plan we aim for every school to meet the core offer in providing access to childcare, parenting support, health and other services determined by local need.

Wirral has a wide range of activities available for children and young people delivered through the work of services such as the Youth Service, the Voluntary, Community and Faith Sector (VCF) and Merseyside Fire and Rescue Service. A range of youth outreach is also delivered through an integrated approach with teams such as the youth Respect team, Response and the Youth Service Outreach team, supporting young people and families to tackle issues such as anti-social behaviour, alcohol and drug use.

In 2008/09 a full review has driven a re-organisation of provision which will take place in 2009/10. This ambitious undertaking will integrate existing central services and teams, re-structure existing youth provision and commission organisations to deliver improved service. The impact will be better facilities and activities for young people with improved locations and opening times and more effective outreach services available to the community.

Effective workforce development underpins our integrated approach. We lead the Greater Merseyside Learn Together Partnership in developing innovative training in multi-disciplinary working with local universities. In 2009/10 this approach will be further developed through our Wirral Children's Workforce Strategy. Within the strategy a commitment for a programme of workforce development and integrated working for staff of all Wirral Children's Trust partners will be delivered. Our aim is that by 2011 all staff will have a common core of skills and specialist knowledge relevant to their professional practice.

*“The impact will be better facilities and activities for young people with improved locations and opening times and more effective outreach services available to the community”*

# integrated processes

**All partners agree that the implementation of integrated processes is crucial to address unmet needs and help children access the right services earlier.**

Wirral's Integrated Processes in Social Care have been in place since February 2005. In April 2009 Wirral's Team around the Child (TAC) was formally incorporated into the Integrated Working Guidance, replacing the Child Concern Model. By March 2009 over 600 practitioners from a variety of disciplines had been trained to use the Common Assessment Framework (CAF) and to undertake the role of the Lead Professional. Development of the Lead Professional role across the partnership is working to reduce overlap and inconsistency in the services received by children and families.

The Lead Professional acts as single point of contact for the child or family and co-ordinates the delivery of agreed actions. Robust and effective processes are now in place to collect, monitor and quality assure CAF activity across the partnership. Feedback on the use of the framework is that CAF and the TAC process helps practitioners to understand and respond to the needs of the child and their family and allows a preventative approach through early identification of additional needs.

ContactPoint aims to make services better for children and young people by providing practitioners who work with them a

quick way to find out who else is working with the same child. This means they won't waste time trying to find out this simple information, or doing work already being done by other services, which means professionals can spend more time working with and helping children and young people.

All agencies working with children and young people are involved in aligning their existing procedures with those required by ContactPoint. This will enable them to become accredited partners with the target of launching ContactPoint in Wirral during late 2009 and early 2010. In addition information sharing protocols are in place and where appropriate data is securely shared with partners to improve service planning and outcomes for children and young people.

Joint commissioning of services is underpinned by a clear understanding of local needs. All planning and commissioning decision making is informed by needs analysis, prevention priorities and performance and risk analysis. To further develop commissioning in Wirral in 2009/10 an evaluation will be carried to refresh the commissioning framework and identify areas for activity. In addition a partnership training and support

programme will be implemented. The Children's Trust Board will carry out an annual review of commissioning and evaluate how outcomes and services have been improved through the alignment and pooling of resources and jointly agreed priorities.

In 2009/10 a review of the structure and governance of the Children's Trust and the Local Safeguarding Children's Board will be carried out to strengthen our partnership working and to provide an effective and transparent framework and clarity of roles and responsibilities to sustain and improve outcomes for all our children and young people.





# resources

**This plan identifies the priorities for improving the lives of children and young people in Wirral and provides a clear focus for all who work in this field.**

The partnership continues to work towards greater budget co-ordination and wherever possible supplement resources through bidding opportunities. Effective value for money and efficient use of resources is a key activity for the Wirral partnership in order to effectively deliver our priorities and create better outcomes for children and young people.

## **Budget Information**

Currently not all partners are able to disaggregate their expenditure on children's services from their whole budgets. This is an area of ongoing work for Wirral Children's Trust.

## **The PCT**

NHS Wirral currently spends approximately £51m on children's services including mental health and maternity services. This includes planned new investment of £1.9m.

## **Children and Young Peoples Department: 2 year Budget**

	<b>2009-10</b>	<b>2010-11</b>
Money spent in educating Wirral children	£235, 062	£241, 343
Money spent in supporting the care of vulnerable children	£88, 546	£90, 862



# performance management

**Multi-agency strategy groups have been established to deal with each ECM outcome area and three cross cutting groups support this structure to oversee the strategies for looked after children and for children with learning difficulties and disabilities.**

All CYPP priorities are owned by the multi-agency strategy groups and are performance managed by the Children's Trust Executive. In 2008 the Council performance management system PIMS was developed and can now be accessed by partner organisations to regularly update information and to facilitate streamlined reporting.

Performance on outcomes is regularly reported to the Children's Trust Board. The Board's role is to support practitioners in delivering outstanding performance and to challenge under-performance. Wherever the information suggests that action needs to be taken to ensure progress is maintained against our priorities the Children's Trust Board will see that this is done.

In addition to the CYPP there are many detailed plans and projects underlying the CYPP priorities. The Children's Trust Board can focus special attention and debate on a specific theme or area such as 'teenage pregnancy' The board will analyse the relevant data presented and where appropriate make recommendations or facilitate activity related to that work area.

Robust monitoring arrangements are also place to report against the LAA priorities to the Children's Trust Board and the Local

Strategic Partnership Board (LSP). The LSP will ensure that we are held to account as a partnership and that the support of all partners is available to achieve the progress we have agreed to be necessary. Performance is also reported on a quarterly basis to Wirral Council Cabinet. One of the five strategic objectives in the Council's Corporate Plan is "to raise the aspirations of young people".

The Director of Children's Services reports to each meeting of the Children and Young People Overview and Scrutiny Committee where quarterly performance management is reported. In 2008/09 the Committee has also carried out an in depth studies on Youth Outreach reported in November 2008 the recommendations are integrated into the 2009/10 review of youth support. The report on literacy levels at Key Stage 2 will be reported in September 2009.

Our progress against the priorities in this plan will also be challenged by our regulators through the Comprehensive Area Assessment including Ofsted, and by the Government Office for the North West. Findings from the Audit Commission performance management review due in 2009/10 will be reviewed to further improve processes across the partnership.



HONG KONG  
CHINA

# equality and diversity

**Wirral Children's Trust has a commitment to ensuring that in relation to the equalities agenda any barriers to services are removed and diversity is supported.**

A comprehensive equality impact assessment has been carried out with this plan review. This approach ensures that children's services meet the requirements under all of the six strands of the equality standard of: race, disability, gender, sexuality, age and religion.

The five Every Child Matters strategy groups undertook assessment of their areas. This involved managers from all agencies and professions who work with children and young people across Wirral. Workshops evaluated positive and negative impacts on the six equality groups for each of the priority outcomes from the plan and drew upon consultation information from service users to inform the process. A group of young people, representing the different equality strands, undertook their own equality impact assessment which was included in the overall equality impact assessment.

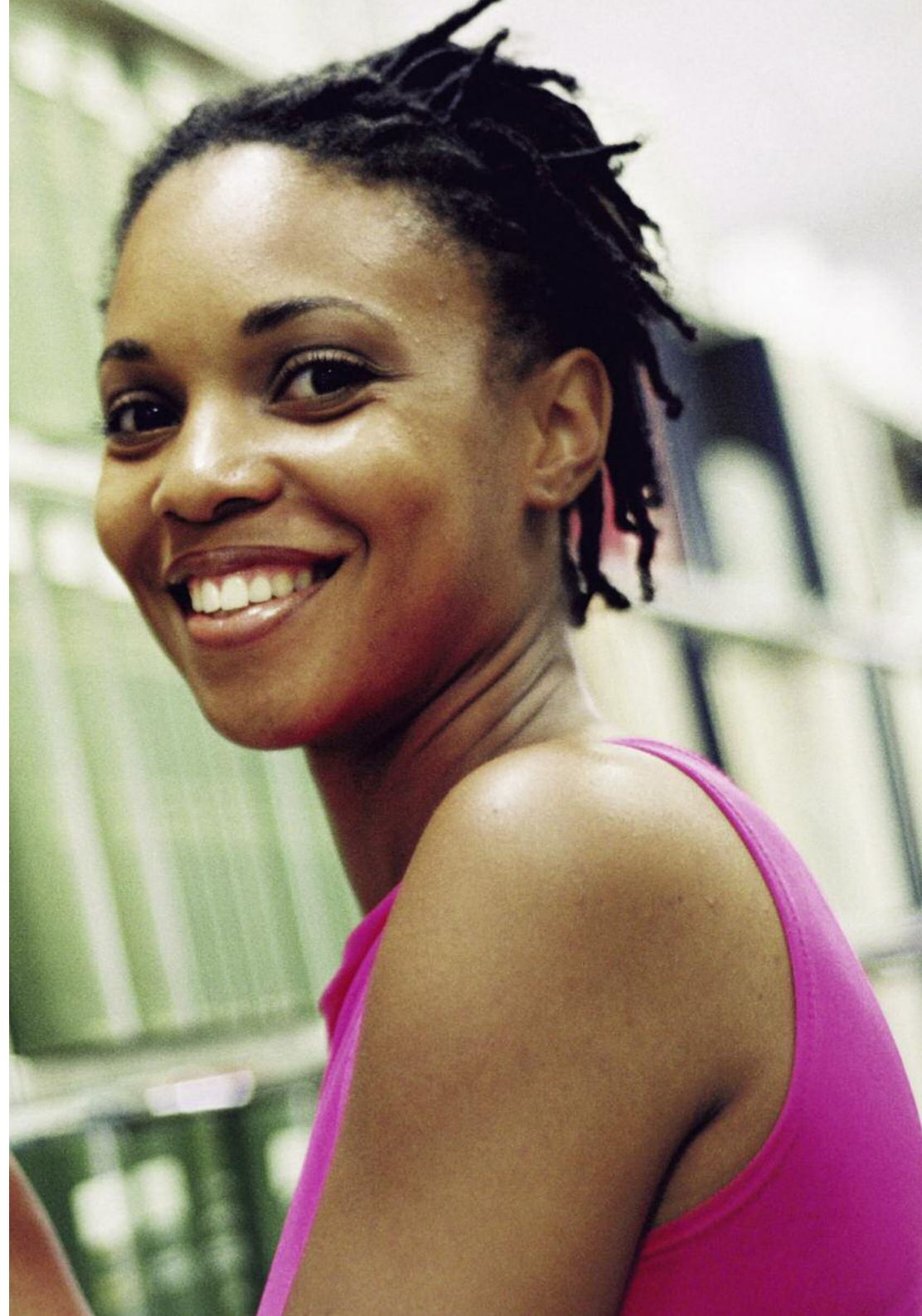
The outcome of the comprehensive equality impact assessment highlighted how the implementation of the children and young peoples plan will have a significant impact on improving equality of opportunity for children and young people including:

- The targeting of traditionally excluded groups such as youth offenders, children in care, care leavers, children and young people with learning difficulties and disabilities, young people not in education, employment or training (NEET), teenage parents (particularly fathers).
- Services such as Children's Centres, play facilities, extended services in schools specifically promoting inclusion, creating community cohesion and removing barriers to participation.
- The strategies to tackle offending and anti-social behaviour of young people, assisting in reducing hate crime, harassment and discrimination against all the equality groups and creating greater understanding amongst young people through the restorative justice process. These strategies will also create a more positive image of young people which will assist in reducing fear amongst older people.
- Initiatives to support parents, such as children's centres, play opportunities, and extended schools improving job opportunities and careers for both men and women.
- A general focus in the plan on engaging with families in areas of poverty and deprivation and providing services in these areas.

Some potential negative impacts were identified including:

- Not all services being culturally sensitive.
- Physical barriers existing for inclusive services for disabled children, young people and parents.
- Cultural barriers may exist for some equality groups accessing services.
- Resistance to some of the proposed changes from some communities and young people themselves.

The complete list of potential negative impacts has been developed into an equality action plan. The progress of the implementation of the action plan will be monitored by Wirral Children's Trust Executive and the activities will be actioned by the ECM five outcome areas strategy groups.



# 1. being healthy

## **There are five every child matters outcome areas...**

### **Annual Performance Assessment 2008: “The contribution to improving outcomes for children and young people in this aspect is good”.**

In 2008/09 all Wirral schools are engaged in the National Healthy Schools Programme with 93% of schools having achieved National Healthy School Status with 100% anticipated by the end of July 2009. Being active is an excellent way to maintain a healthy lifestyle and we have invested in the development of a range of play opportunities across the borough. We have encouraged schools to offer high quality PE and sport and this is an area for further development in 2009/10.

We know our children and young people are concerned about obesity and we are closely monitoring the implementation of our Child Obesity Action Plan. The latest figures for 2008/09 recorded 9.6% of Reception and 19.1% of Year 6 schoolchildren as obese and 13.1% of Reception and 15.1% Year 6 schoolchildren as overweight. When compared to 2007/08 this shows 0.5% increase for obese and a 1% decrease of overweight children for reception aged children and 0.6% decrease of obese and no change of overweight children in Year 6.

This area is a priority for us as reflected by targets being included in our Local Area Agreement (LAA).

Wirral Young Persons Alcohol Intervention Project is a multi-agency approach to reduce the number of alcohol-related admissions to hospital for underage drinkers. Hospital admissions for alcohol for age 0-17 reduced by 11% between 2006/07 and 2007/08, and for 2008/09 the rolling 12 month figure shows a further decrease of 5.3% on 2007/08 figures.

The Young Peoples Substance Misuse commissioning process has been revised to integrate the new Alcohol Strategy to ensure more efficient and effective delivery of services and further preventative investment has funded several research projects to ensure effective delivery of key outcomes in a refreshed and combined Substance Misuse and Alcohol Plan.

Being healthy covers both physical and mental health and Wirral Child and Adolescent Mental Health Services (CAMHS) has built on its Beacon status and offers a comprehensive access to advice and support through strong partnership arrangements.

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A range of initiatives have been developed to work with schools to promote children's emotional wellbeing.

We are working with young people to ensure they have access to the kind of sexual health and relationship advice they want. We have introduced a range of initiatives to tackle unwanted or unintended teenage conceptions which although reducing are high by national standards. This high priority area is reflected by the setting of challenging targets to reduce teenage pregnancy in our LAA.

In 2009/10 we will further develop the range of health services available for communities through our local Children's Centres.

*“Being active is an excellent way to maintain a healthy lifestyle and we have invested in the development of a range of play opportunities across the borough”*

## 2. staying safe

### **There are five every child matters outcome areas...**

#### **Annual Performance Assessment 2008: “The contribution to improving outcomes for children and young people in this aspect is adequate”.**

In general Wirral is a safe place in which to grow up. In 2008/09 a multi-agency approach has led to improvements in the number of children killed or seriously injured in road traffic accidents. The incidence of bullying is relatively low and there is good support in place for children and young people to address incidents of bullying. There is an effective multi-agency approach to preventative work with families to keep children safe at home and effectively help to address issues such as domestic violence and drug and alcohol abuse.

In 2008/09 through the Staying Safe Strategy Group there has been continued focus on improving systems and processes to respond to children in need and to improve the quality of care, and care planning provided to children in care to support them to be safe and achieve good outcomes in all the five domains. Our integrated area based teams have a common set of tools to support them in their work. The Team Around the Child model is underpinned by the CAF and Lead Professional initiatives

which deliver a structured consistent way of working.

The number of children in care is high and safely reducing the number is a priority area in the LAA with sustained activity in addressing this concern. Activity to support more children in the community, those who are on the edge of care and progression of plans for more children to achieve permanence is overseen by the multi-agency Turning the Curve Group. In 2008/09 work has been particularly effective in supporting children to achieve permanence through special guardianship and assisted residence orders. Arrangements for the review of care plans of children in care and the proportion of looked after children who are fostered and placed for adoption are both good compared to statistical neighbour and national figures. In 2008 inspections of the Fostering Service were rated by Ofsted as ‘good’ and the adoption service ‘satisfactory’.

Plans are in place for a restructure of the Children’s Social Care Branch in 2009/10 with additional capacity targeted in areas of increased need. This will strengthen working and ensure sustainability of all services to assess and meet children’s needs effectively.





# 3. enjoying and achieving

**There are five every child matters outcome areas...**

**Annual Performance Assessment 2008: “The contribution to improving outcomes for children and young people in this aspect is good”.**

Educational standards for students of all ages in Wirral are high and are consistently in line with or better than national and statistical neighbour figures. According to Ofsted the profile of inspections for primary, secondary and special schools indicates that there is high quality educational provision for the children and young people in Wirral. The profile for secondary and special schools is particularly good with 86% of secondary schools and 92% of special schools gaining ‘good’ or ‘outstanding’ inspections.

Improved educational standards are dependent on many factors including behaviour and attendance and through a co-ordinated approach we can report an increase in attendance and a reduction in permanent exclusions in secondary schools in 2008/09. Support for families is crucial to children and young people enjoying and achieving and we continue to develop this through the range of services offered through children’s centres and the extended services programme through schools. Wirral leads Merseyside on Leadership and Management

programmes for schools and 95% of our schools have engaged in the Leadership and Management programme as part of our Succession Planning Strategy to ensure that high standards will be maintained in the future.

Effective progress has been made in reducing surplus places through a rolling phased review. Through a series of primary school closures and amalgamations over 1700 places have been removed. Approximately £1.5 m of savings has been returned to the schools budget to be distributed to the remaining schools and a £2.62m capital receipt has been reinvested through the Council's Capital programme. The programme of surplus places removal is continuing with a further primary review and secondary re-organisation including an option to close three schools and create two new Academy schools in September 2010. If implemented, this will reduce the number of secondary schools and make more effective use of resources which contributes towards raising standards. Our special school children and their families tell us they would like more choice particularly post 16 and plans are in development in partnership with local colleges to re-organise special school provision ensuring a focus on post 16 courses.

Wirral is an area of great disparities in wealth in particular there are high levels of poverty on the Mersey side of the peninsula and in the more affluent areas pockets of deprivation. Poverty has an impact upon children's lives and their development and narrowing the gap in attainment between those affected and other children in Wirral is a high priority for us. We are also focusing additional support to reduce the achievement gap for vulnerable groups of children such as those with special educational needs and children in care.

*“Educational standards for children of all ages in Wirral are high and are consistently in line with or better than national and statistical neighbour figures”*



# 4. positive contribution

## **There are five every child matters outcome areas...**

**Annual Performance Assessment 2008: “The contribution to improving outcomes for children and young people in this aspect is outstanding”.**

Wirral has a successful record of positive engagement with children and young people, from Beacon status in positive youth engagement in 2006-07 to a Grade 4 ‘outstanding’ for positive contribution in the 2008 Annual Performance Assessment. The views of children and young people are integral to the planning and management of services and activities in Wirral and they are actively encouraged to influence decisions that will have an impact on their lives.

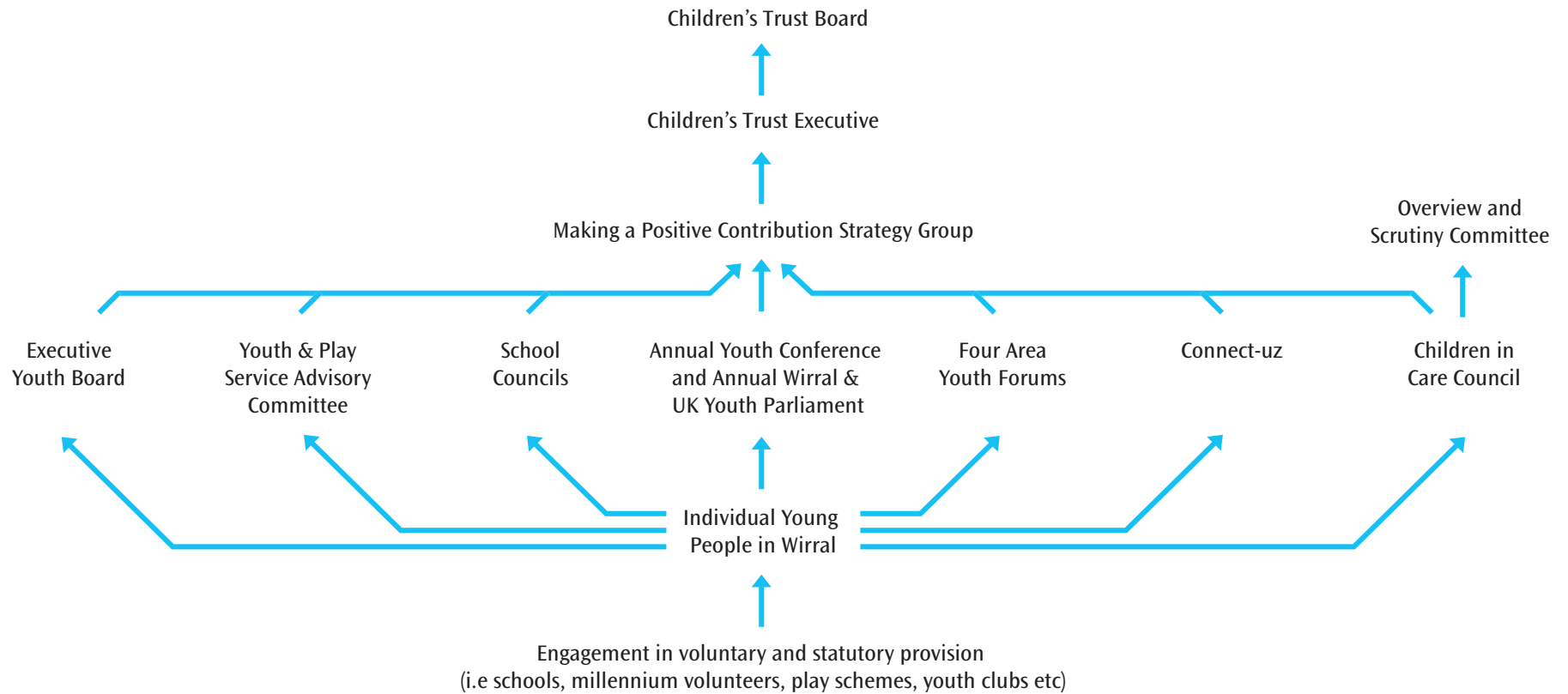
There is access to a wide engagement agenda for individual children and young people. School Councils are active helping to shape strategy within schools and the area through the Annual Youth Parliament. Four area youth forums ensure local needs for children and young people are addressed. In 2009/10 the views of children and young people will be integral to the restructure of youth outreach to improve and extend provision across the borough. Figure 2 illustrates the wider engagement with universal services and Youth Participation Groups.

Throughout 2008/09 work has been ongoing led by children in care to establish a new Children in Care Council (CICC) which is now operational. The views of approximately 100 of Wirral’s children in care informed the development of the CICC which is chaired by a young person in care and the Director of Children’s Services. Service managers can be called upon to outline improvements in the outcomes for children against targets set out in the Children and Young People’s Plan and the Council will make recommendations about key changes that will strengthen the resilience of children in care. The CICC will report to the Council’s Children and Young People Overview and Scrutiny Committee and have a formal relationship with the Children’s Trust Board and the Virtual School Governing Body. An annual report will be produced on the effectiveness of the way Wirral Council members and employees listen to and involve children and young people in key decisions about them.

A challenge is ensuring a reduction in the number of first time entrants to the youth justice system. The Local Strategic Partnership has identified this as a key priority within the Local Area Agreement and partnership activity led by the Youth Offending Service and the Police will continue in 2009/10.



Figure 2: Wirral young people engagement structure



## Tellus Survey

The annual national Tellus survey provides the views of children and young people in each of the Every Child Matters outcome areas. In 2008 the Tellus3 survey was carried out. In Wirral the general view was positive with the majority of responses not significantly different to national results. In a number of areas the views were significantly better than national figures in particular:

- 61% of children and young people reported they had never been bullied compared to 56% nationally.
- 18% thought it was very easy to get help from teachers at school when they needed it compared to 14% nationally.
- 15% thought their views were listened to a great deal in the running of their school compared to 12% nationally.
- 29% thought their views were listened to a fair amount in decisions about the local area compared to 22% nationally.

However significantly below national figures:

- 18% eat 5 or more portions of fruit and vegetables a day compared to 23% nationally.
- 25% have never been drunk compared to 35% nationally.
- 48% hoped to go to university after school compared to 54% nationally.

The results of the survey form part of the needs analysis and feed directly into identifying priority areas in the CYPP.



### **Consultation**

In the preparation of the three year CYPP a consultation exercise involving children young people and families helped inform the three year priorities. For this review young people were asked for their views on our progress towards achieving our outcomes and what new areas should be future priorities.

The consultation was held with a range of groups in different areas of the borough including: youth clubs, the Executive Youth Board, Young Advisers, Children in Care, Connect-uz and Duke of Edinburgh participants. 220 young people were involved in the feedback. It is not possible to do justice to the richness of all the ideas we received in this document but some key points can be outlined.

Area	High Priorities for Young People	Wirral Young People Want
Being Healthy	<ul style="list-style-type: none"> <li>• Access to support and information leading to informed choices.</li> <li>• Weight issues were a concern and access to healthy food and activities were highlighted.</li> </ul>	<ul style="list-style-type: none"> <li>• “I would like free activities for young people such as swimming and the gym”</li> <li>• “better sex and relationship education, with more focus on relationships, young people are informed on sexually transmitted diseases but not how to have healthy relationships”</li> <li>• “healthy food in schools which is cheap”</li> </ul>
Staying Safe	<ul style="list-style-type: none"> <li>• They wanted more children to be able to grow up in stable families.</li> <li>• Reducing risk taking behaviour and bullying.</li> </ul>	<ul style="list-style-type: none"> <li>• “there should be more help for children to reduce risk and antisocial behaviour”</li> <li>• “there should be more sessions in school with presentations on risk which tell young people the truth”</li> <li>• “better relationships between young people and the police, they should be more visible”</li> </ul>
Enjoy & Achieve	<ul style="list-style-type: none"> <li>• Their highest priority was to ensure that the gap was reduced where poverty affects achievement.</li> </ul>	<ul style="list-style-type: none"> <li>• “there should be extra help for pupils who aren’t doing well, on a one to one basis, it doesn’t have to be the school that’s failing, you need to find out why a pupil isn’t doing well”</li> <li>• “more opportunities to access different courses, especially for those who do not want to stay in school”</li> <li>• “there should be the same opportunities in all schools as those at grammar schools”</li> </ul>
Positive Contribution	<ul style="list-style-type: none"> <li>• Young people wanted more variety in activities.</li> <li>• They want to be involved in making decisions which concern them.</li> </ul>	<ul style="list-style-type: none"> <li>• “better access for young people on public transport so that young people can go to activities across Wirral”</li> <li>• “I would like more activities to do at my youth club”</li> <li>• “provide more opportunities for young people to show they are not a threat to people”</li> </ul>
Social & Economic wellbeing	<ul style="list-style-type: none"> <li>• Ensuring equality in the provision of education and training.</li> <li>• Access to good advice about further education and jobs.</li> </ul>	<ul style="list-style-type: none"> <li>• “schemes to help young people to learn how to be mechanics and help to find jobs”</li> <li>• “I would like fair access to Education Maintenance Allowance – more people may stay on in school or college if everyone was equal”</li> <li>• “there should be more chances to meet people who do certain jobs who can tell you the reality of careers”.</li> </ul>



# 5. social and economic wellbeing

## **There are five every child matters outcome areas...**

### **Annual Performance Assessment 2008: “The contribution to improving outcomes for children and young people in this aspect is good”.**

We have made good progress in developing the 14-19 agenda with new Diploma qualifications delivery to start in September 2009. Aimhigher Superstars, in collaboration with University of Liverpool, targeting care leavers has been delivered and there are currently 4 Wirral Care Leavers in Higher Education.

In 2010 the Local Authority will take over responsibility from the Learning and Skills Council for ensuring the right provision for 16-19 year olds is available. Key local partnerships involving schools, colleges, employers and work-based learning providers are working well together to ensure the needs of young learners are addressed and a new Apprenticeships programme is being rolled out in 2009. Despite continued work the proportion of our 16-18 year olds not in employment, education or training (NEET) remains above the average for similar councils. The LSP has identified this as a key priority within the LAA.

The current recession can potentially affect the lives and employment prospects of many young people. Some young people experiencing financial difficulty may drop out of education and training and into the NEET group while seeking employment. The reported drop in consumer spending will reduce the availability of part-time work in industries which typically employ young people such as retail, hospitality and catering sectors, and clerical work. Small enterprises are a main source of ‘entry level’ jobs for young people in the 16 - 19 age range and redundancies will add to the NEET group either as NEET ‘churn’ if there are sufficient suitable opportunities to facilitate re-entry to employment, or long term NEET if general unemployment rises. A relatively high number of young people are recruited into the construction industry in craft trades as apprentices and general labourers.

The impact of the economic climate may mean there is no guarantee of the progression to employment that would allow them to complete training or stay in the industry. Graduate recruitment in 2009 is expected to be down by 5.4% compared with 2008 resulting in new graduates competing for non-graduate jobs with 16 – 19 year olds.

The full impact of the recession on Wirral's young people and their families is not readily quantifiable, however all available research is being considered in determining how best to support them through the period of the recession.

The proportion of our young people living in low income households is 23% against the national position of 20% and within Wirral there are great disparities in wealth in different areas with some in excess of the national average. A multi-agency approach to tackling poverty has focused on a 'whole family' approach to tackling worklessness including improving outreach of children's centres to vulnerable families. A range of initiatives have led to focused action being successful in reducing the devastating impact of homelessness on young people.

*“Key local partnerships are working well together to ensure the needs of young learners are addressed”*



# annual review

## Annual Review of progress against priorities 2008/09

Since the launch of the CYPP much has been achieved to improve the outcomes for Wirral's children and young people with significant improvements in key areas, including:

- A SMART Teenage Pregnancy Strategic Action Plan with accountable leads for each strategic area and teenage pregnancy champions who have taken ownership and their share of responsibility across the Children's Trust to reduce the number of teenage conceptions.
- 93% of Wirral schools achieved the national Healthy Schools status against a target of 75%.
- A Health and Wellbeing Charter was launched across the Children's Trust to introduce Health Services in Wirral Secondary Schools.
- A childhood obesity care pathway and new weight management services for overweight children provide specialist support and advice around physical activity and nutrition to children and families.
- A routine HPV immunisation programme in schools is on course for achieving over 90% uptake of the course of 3 vaccinations.
- Significant reduction in children and young people involved in road traffic accidents.
- Kooth.com enables services to react quickly and effectively to what children and young people tell us.
- Wirral's fostering service was rated Good by Ofsted across all domains.
- Robust and effective processes are in place to collect and quality assure Common Assessment Framework activity across the partnership.
- The profile of inspections for primary, secondary and special schools indicates that there is high quality educational provision for the children and young people in Wirral. At the time of this review there were no schools in an OFSTED category and the proportion of schools gaining 'good' or better is high, the profile for secondary and special schools is particularly positive. Standards in schools are in line with or better than national or statistical neighbours.
- Good progress has been made with primary, secondary and special school reviews of surplus places.
- Establishment of First for Families has created an integrated system of support for early years children and their families.
- 85% of schools are meeting the Full Core Offer for Extended Services, the highest proportion in the North West.

- 95% of schools have engaged in the Leadership and Management programme as part of our Succession Planning Strategy.
- 100% of young offenders are screened for substance misuse.
- The use of Restorative Justice has contributed to a reduction in school exclusions.
- 1287 children participated in the Play Lottery projects against a target of 400.
- The Executive Youth Board was established.
- The Youth Opportunity Fund & Youth Capital Fund Grant panel allocated £100,000 for work with vulnerable groups of young people.
- Delivery of the AimHigher Superstars programme and 4 care leavers progressing to Higher Education.
- Delivery of the September Guarantee in Wirral with 95% of 2008 Year 11 leavers receiving an offer of learning.
- Development of the 'Wirral Apprentice' programme which will result in a minimum of 100 new Apprentice opportunities.
- Publication of the Wirral Homeless Strategy incorporating the Homelessness review.

We also recognise that there are key areas that continue to be a challenge, these include:

- Reducing teenage conception rates with an aim to achieve very challenging national targets.
- Sustaining effective recruitment and retention of social workers, and ensuring recruitment of social work managers.
- Safely reducing the number of children in care, and also the number of children in care placed in independent sector children's homes.
- Reducing the number of first time entrants into the Youth Justice System.
- Reducing the number of young people who are not in education, employment or training (NEET).
- The impact of the recession creates an uncertain financial climate in which to plan future services.



# refreshed priorities

The priorities for Wirral have been refreshed in response to the activities undertaken in the first year of the plan and national and local changes.

## Priority

### Be Healthy

- Reduction in the harmful consequences of risk taking behaviour.
- Reduction in the prevalence of overweight children and obesity in children.
- Implement the Child Health Strategy. (NEW)
- Inequalities in the health of children and young people are reduced.

### Staying Safe

- More children grow up in secure, stable families where they belong, either through receiving timely, earlier intervention and support within their communities, or through belonging to permanent, substitute families.
- Reduce the incidence of anti social, risk taking and harmful behaviour experienced by children and young people.
- More children are safe at home, at school and in the community, including reducing road traffic accidents and bullying.
- Children in care are safe and supported.
- Implement the government action plan in response to Lord Laming review of the protection of children in England. (NEW)

### Enjoy and Achieve

- Public money is spent to maximum effect in all our schools.
- Young children and families are well supported, especially the most vulnerable, through the network of Children's Centres.
- Children and families are supported with their social and emotional development. (NEW)
- Extended Services, delivered through schools and partners working in clusters, impact upon the outcomes for children and families.
- Continue to raise standards in schools and settings by continuing to improve the quality of leadership and management, curriculum, assessment and learning, thereby ensuring none fall into an OFSTED category.
- Close the attainment gap where poverty and disadvantage affect achievement.

### Positive Contribution

- Fewer children and young people are involved in offending and anti social behaviour.
- Children and young people have access to a range of appropriate play and developmental opportunities which meets their needs.
- Children and young people are actively engaged in community and democratic decision making process.

### Social and Economic wellbeing

- Increase the number of young people who are participating and achieving their potential.
- Reduce numbers of 16-18 vulnerable young people NEET in line with LAA targets and the PSA 2010 trajectory.
- Contribute to the reduction in levels of child poverty and minimise the number of children and young people living in poor housing.

