

wirral children and young people's plan 2008 – 2011

2009 -10 annual report - part 1 overview DRAFT



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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.

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."



Councillor Phil Davies
Lead Member for Children's Services and Lifelong Learning
Chair of Wirral Children's Trust

P.L. Davies



Howard Cooper
Director of Children's Services
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Howard Cooper

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 well being 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

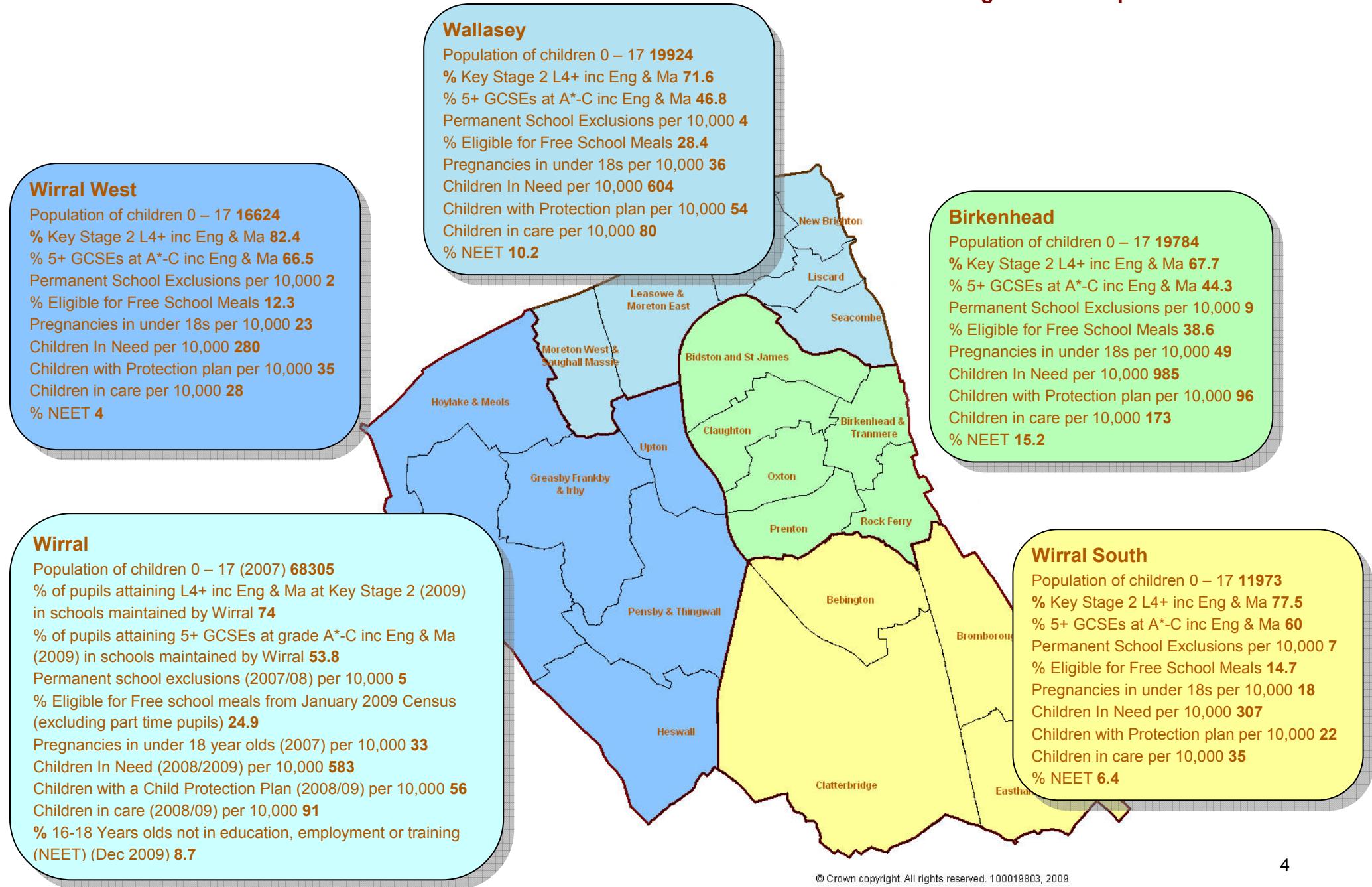
to work with disadvantaged children and to find ways to improve their life chances.

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 now reaching the final year of our plan and although much has been achieved we know that there are areas that require more work. However through strong partnership working we can rise to the challenges presented.

This Annual Report is both a review of our progress in the second year of our CYPP 2009/10 and an opportunity to refresh the final year 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 two and how we will deliver our refreshed priorities for the next year detailed information is published in Part 2 of this Annual Report.

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.

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). 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 2009/10 included:

- A Child Death Overview Panel rapid response procedure is embedded in partnership processes. The first Annual Report on child deaths has been published.
- Strengthening prevention by learning lessons from Serious Case Reviews (SCR) and Critical Incidents. In 2009/10 two SCR's were undertaken, one being graded as 'adequate' the other is awaiting grading following submission in October.
- Wirral LSCB was invited to be part of a regional pilot to develop Serious Case Review development with SCIE. The work of Wirral LSCB will inform national developments on improved framework and practice within the SCIE model.
- The development of an Esafety sub-committee to develop the national toolkit for agencies to enhance personal safety of children.

- Development of a public health promotion video and literature to raise local awareness of two key themes: safer sleep and 'everyone's responsibility to protect'.
- Merseyside LSCBs in collaboration with Health and Police undertook a regional audit of 66 children's cases to review compliance with Working Together. A local conference produced an action plan for improvements in practice monitored by a regional Governance Group.
- Revised local procedures on children running away from home or care and monitoring the progress through the commissioned work of Barnardos.
- Refreshed local guidance on allegations management in light of a national consultation.
- Increased partner contribution to the LSCB budget has allowed the establishment of an LSCB Manager, a LADO and an Interim Common Assessment Framework (CAF) officer. The LSCB has appointed an interim independent chair.

Key areas for development in 2010/11 include:

- Learning further from SCR's and embedding improvements from the SCIE pilot.
- Support to schools to comply with the new Ofsted safeguarding framework though a series of training sessions.
- Development of a local tracking tool for Team Around the Child (TAC) including multi-agency quality assurance.
- Implementation of the action plan developed from a referral procedures appraisal.
- 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 is in development across Wirral within this area design. Provision of a range of services in one place will provide benefits including positive outcomes for service users, enhanced processes of professionals working together and synergy of service delivery leading to greater efficiency and effectiveness. Learning from the successful co-location pilot, the Well Lane Area Team, is being utilised in the development plan. During 2010/11 there are firm plans to expand the number of collocated Area Teams in both Primary School and Children Centre Settings. Agreement has been reached for Teams to be Co-located in Seacombe Children's Centre, New Brighton Children's Centre, Eastway Primary School and Pensby Children's Centre. Additional Area Team bases are in development in the Birkenhead, Woodchurch and Eastham areas of Wirral.

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. By 2011, 16 centres, 3 satellite centres and various outreach points with footprints based on the areas of need will be developed ensuring all parents and carers with children under 5 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 though schools is also being developed. By the end of 2009/2010 all schools now meet the full core offer offering extended services for the children, families and communities they serve, the highest in the region. Every school will, through the full core offer, provide access to childcare, parenting support, health and other services determined by local need.

In 2009/10 an ambitious re-organisation of Integrated Youth Support (IYS) provision was undertaken. This integrated existing central services such as the youth service, the anti-social behaviour team, and the Youth Offending Service. In addition Connexions Services were commissioned across the City Region. The development of the IYS Strategy in Wirral is a significant opportunity for the Children's Trust to maximise value for money in service delivery. During 2010/11 benefits will be realised from the re-structure such as more effective outreach services available to the community supporting young people and families to tackle issues such as anti-social behaviour, alcohol and drug use. In addition each District will have a Youth Hub open for extended hours including Friday and Saturday nights. Each Hub will offer a broad Youth Curriculum and have a responsibility for co-ordinating Youth Activity in the District.

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 Wirral Children's Workforce Strategy was agreed by the Children's Trust and a

programme of workforce development and integrated working for staff of all Wirral Children's Trust partners has commenced. Our aim is that by the end of 2010/11 there will be a comprehensive and

common programme or induction and leadership/management development designed to ensure that all will have the skills and specialist knowledge relevant to their professional practice.

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 for children with additional needs 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, as a result professionals can spend more time working with and helping children and young people. In September 2009 the Children and Young People's

Department met all the required standards to become accredited in the use of ContactPoint. The first practitioner successfully completed their training and was given access to the live system in December 2009. All other 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, access training and become users of the live system during the first quarter of 2010. 2010/2011 will see the connection of local case management systems to ContactPoint, this will mean that local data will be seen alongside the national data already in the live system, thus further increasing the effectiveness of ContactPoint

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 2010/11 a new commissioning strategy will be developed with the Children's Trust Board and embedded across the partnership.

In 2009/10 the structure and governance of the Children's Trust and the Local Safeguarding Children's Board was reviewed in light of Government guidance. In 2010/11 the new arrangements will 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.

[Finance information in development.](#)

performance management

Multi-agency strategy groups have been established to deal with each Every Child Matters outcome area. All CYPP priorities are owned by the multi-agency strategy groups and are performance managed by the Children's Trust Executive. The Council performance management system PIMS can be accessed by partner organisations to regularly update information and to facilitate streamlined reporting.

Performance on outcomes is reported quarterly to the Children's Trust Board. The Board's role is to support practitioners in delivering outstanding performance and to challenge underperformance. 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. 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. 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 help children and young people achieve their full potential". 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.

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 through the strategic engagement cycle.

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 was carried out in 2009 involving all partners and young people representing the different equality strands. The assessment highlighted the positive and negative impacts of each plan priority for each of the six strands of the equality standard of: race, disability, gender, sexuality, age and religion.

The resulting equality action plan has enabled children's services in Wirral to highlight the ongoing work that is undertaken on equality and diversity as well providing a focus on some areas of equality that need addressing. Over the last year there has been considerable achievement in many areas to promote equality of opportunity and to remove barriers to services. Some highlights are as follows:

- Encouraging the engagement of father and grandfathers in Children's Centres and Extended Schools through specifically targeted work and creating more male friendly environments.
- Developing more services for black and racial minority families with a new drop-in group and employing two new bilingual project officers.

- Improvements to the voice of young people from a variety of communities being heard through the Children in Care Council, the 'You're Welcome' health commissioning process and general assessments of needs for specific groups.
- Shifting the emphasis to 'achieving a healthy weight and lifestyle' campaign rather than the 'overweight and obesity'.
- New services being developed for disabled children, young people and families such as short breaks through the 'Aiming High for Disabled Children'.
- Targeted interventions to ensure there is access to employment, education and training for young people leaving care, young offenders and young parents.
- An increase focus on monitoring access to services and outcomes for the equality groups.

The implementation of the equalities action plan is monitored by Wirral Children's Trust Executive and the activities will be actioned by the ECM five outcome areas strategy groups. An annual report on progress on equality and diversity and the full equality impact assessment can be retrieved from Wirral Council Children's Trust website.

five every child matters outcome areas being healthy

In 2009/10 all Wirral schools engaged in the National Healthy Schools Programme with 100% of schools having achieved National Healthy School Status. 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 71% of schools have achieved two hours of high quality PE per week.

We know our children and young people are concerned about obesity and we are closely monitoring the implementation of our Child Obesity Action Plan and have commissioned an external evaluation of our children's weight management service to help inform service delivery and development. National Child Measurement Programme (NCMP) data for 2008/09 suggests that we have maintained the level of obesity in reception year (9.6%) but that our obesity levels for year 6 have risen from 19.1% to 20.6%. However, participation in the measurement programme increased from 83.1% to 88.2% for this year group. This area is seen as a priority for us as reflected by the reception year group 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 years reduced by 10.6 % between 2007/08 and 2008/09 with 144.70 per 100,000 young people requiring admission during 2008/09 and further reduced by 1.67% (month 7 2009/10) to 142.29 per 100,000 young people during 2009/10.

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

We are working with young people to ensure they have access to the kind of sexual health and relationship advice they want and have implemented the first phase of our health services in schools programme across twelve schools as one measure to reduce teenage conceptions across Wirral. We have commissioned an external evaluation of this programme to influence service developments. This high priority area is reflected by the setting of challenging targets to reduce teenage pregnancy in our LAA. Current data reflects a significant decrease in teenage conceptions rates from 47.2 per 1000 young women in 2007 to 40.0 per 1000 young women in 2008. However we recognise that we still have some way to go to achieve the national target.

In 2010/11 we will further develop the range of health services available for communities with a particular focus on our local Children's Centres and early year's settings.

staying safe

In 2009 Wirral Council made a significant investment to strengthen services for children and ensure sustainability to assess and meet needs effectively; changes were made in the following areas:

- Integrated preventative services;
- Increased social work capacity;
- Systems support;
- Management and supervision of practice;
- Safeguarding, quality and review;
- Workforce development.

In 2009 the 11 Virtual Area Teams were transformed into a permanent new structure. Following review, 4 areas with greatest social stress now have a full time Area Team Leader. Each Area Team has the new post of Information Sharing Co-ordinator, to ensure robust systems are in place to monitor Common Assessment Framework (CAF) and Team Around the Child (TAC) activity in each Area, and provide support to agencies in undertaking work with children with additional needs. The delivery of co-located Area Teams in easily accessible locations is supported by the award of a co-location grant.

Eleven new social worker posts have been established. An additional Senior Practitioner will support the delivery of Special Guardianship and post adoption support. To support the more effective roll out of the Integrated Children's System, a Project Manager and 4 Data Officers have been recruited. This will positively impact on electronic recording which support the delivery of best social work practice.

Management oversight has been developed including reflective supervision to better retain experienced social work practitioners in our front line social work teams. Eight new Principal Team

Managers will drive performance management to ensure we deliver excellent outcomes for children, continuous improvements in practice and ensure good workload management systems are embedded. Our Team Manager posts have been being re-designated to become Practice Managers, who will supervise social workers, chair critical meetings which drive children's plans, and make sure that children's needs are at the centre of all activity. An additional Care Management Team is being created, as well as placing a Practice Manager within the Call Centre to oversee all incoming work. Our Senior Practitioners have become Advanced Social Work Practitioners, promoting best practice within each Team, working alongside newly qualified social workers, and co-ordinating student placement activity.

Multi-agency Safeguarding children services have been strengthened. A Safeguarding Children's Board Manager has been recruited. A professional practice officer has been recruited to support the production of policies and procedures, and a new Independent Reviewing Officer role will focus on Children in Need. We are putting in place better management arrangements for Children's Involvement and Children's Complaints.

The new career pathways for social workers and managers will now be supported by a Staff Development Officer who will draw on best practice informed by the work of the Social Work Task Force and school effectiveness principles. The voices of children and young people remain central to our work. We have Area Youth Forums and a Youth Parliament to help us plan the delivery of services. The Children in Care Council drives improvement for children in care and children and young people have devised and produced DVDs (My Ideal Social Worker, My Ideal Foster Carer and My Ideal Teacher) which are a core part of staff induction and training.

enjoying and achieving

Educational standards for students of all ages in Wirral are high, they continue to improve and for most National Indicators we perform in line with or better than national and statistical neighbour figures. The quality of educational provision for the children and young people in Wirral is high as evidenced by the Ofsted profile of inspections for primary, secondary and special schools. One of our continuing issues is how to narrow the gap in performance between those children on FSM and those that are not.

Improved educational standards are dependent on many factors. One of the most important factors is the quality of leadership and management in schools and settings. There is a comprehensive and very successful programme of leadership and management development across all levels in schools. Another factor is high quality teaching and learning; schools, with support from National Strategies' professional development programmes, continue to raise standards of learning and teaching. Behaviour and attendance are addressed through a co-ordinated approach and can report an increase in attendance and a reduction in permanent exclusions in secondary schools in 2009/10. With the exception of the newly formed Academy, all schools now meet the full core offer for Extended Services. We continue to refine and develop the provision for 0-5 year olds through the Sure Start programme.

Effective progress has been made in reducing surplus places through a continued programme of reviews. 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. In secondary, the proposals to close two schools and create a new Academy in September 2011 continue to move forward. There are proposals to federate the two Pensby High Schools. 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. Narrowing the gap in attainment between those affected and other children in Wirral is a high priority for us. This is particularly the case at Key Stage 4 where the gap is wider in Wirral than the national and statistical neighbour figures. We will continue to focus on reducing the achievement gap for vulnerable groups of children such as those with special educational needs and children in care.

positive contribution

The work supporting young people to make a positive contribution continues to thrive. More opportunities are made available for young people to positively make an impact on the decision making process about issues that affect them. Young people can be involved formally and informally and their contribution is invaluable.

In 2010/11 the new structure for the delivery of youth activities will be in place. Each District will have a hub which will act as the focus for the planning of positive activities for young people. Hubs will be established in the following buildings: Shaftesbury, Wallasey Fire Station, Eastham Youth Centre and West Kirby Concourse. Youth Forums (one in each district) will be re-launched in March 2010 and will be supported by district based part time participation workers. In response to requests from young people the Youth Forums will be held on a bi-monthly basis. The impact will be better facilities and activities for young people with improved locations and opening times.

Young people told us that transport is a major barrier to them being able to access positive activities. Young people from the Youth Opportunity Fund Grant panel held numerous discussions with chief Executives from the bus companies, Merseytravel, Wirral Council officers and Wirral councillors and significant progress has been made. The travel companies will visit the new youth hubs to meet with the young people to evaluate the operation of transport routes to the new activities that have been commissioned. The Chief Executives have agreed to attend the Youth Voice Conference in October 2010 and be questioned by the young people.

Commissioning has extended the range of opportunities for young people to make a positive contribution. Each district has a part time participation worker to support young people in the operation of

district youth forum meetings and to attend other adult meetings such as Area Forums.

There has been success in the Healthy Schools Programme. Wirral reached its target of 100% of schools being designated Healthy Schools. Children have been able to influence to continued roll out of the Play Strategy. They have been directly involved in the design of the Lottery funded Play Builder play areas and have influenced the training of play workers so that they are able to respond to the children's fears about playing out.

Work has been undertaken with homeless young people specifically through the Stop Gap project. This provides emergency accommodation for homeless young people and then accesses them to other support programmes with a view to moving them to long term accommodation or work in mediation between the young person and carers to stop them becoming homeless.

The Children in Care Council, the development in February of bi-monthly youth forums, the Executive Youth Board, Connect-uz, the Youth Opportunity and Youth capital Fund Grant Panels, Schools Councils and Healthy Pupil Panels are tangible evidence of the range of opportunities available to young people. However, it is the numbers of young people involved in the decision making process and influencing those decisions that are proof of what has been achieved.

There is always more to do. In 2010-2011 we will focus on the allocation of the Youth Opportunity Fund and Youth capital Fund, increasing young people's involvement in democracy through the Councillor Shadowing Scheme and working with public transport companies to improve access to youth activities.

social and economic wellbeing

We continue to make good progress in implementing 14-19 reform in Wirral. The new Diploma Qualifications started in September 2009. Plans are underway for Foundation learning and transition arrangements are in place with the LSC in preparation for the transfer of responsibilities in 2010. An Ofsted Inspection survey in November 2009 focussing on 14-19 Reforms, Diplomas and Functional Skills judged the effectiveness of strategic direction, leadership and management in taking forward the Diplomas and the quality of teaching and learning as good.

Effective partnerships is a strength and this has been demonstrated by the success of the 'Wirral Apprentice'. This is a programme, funded by Working Neighbourhood Fund, to support employers by fully funding 100 apprentices for 2 years, matched by a pledge of permanency from the employer. This has resulted in appointments of individuals 22% of whom were previously Not in Education Employment or Training (NEET). The programme has now received approval for funding for a further 50 apprentices.

NEET continues to be a priority but significant progress is being made. The 2009 Year 11 activity survey this year has resulted in the highest ever rates of young people into Learning (93.9%) and the lowest NEET (4.6%). The September Guarantee targets for an offer of learning for young people in Wirral were met and exceeded and current 16-18 NEET levels are lower than at the same time last year (November 2009 9.10% compared to 9.52% November 2008), despite the ongoing global recession. Wirral is an active participant in the Liverpool City Region (LCR) Employment and Skills agenda and has contributed to the development of the strategy and commissioning framework, which identifies key growth areas in terms of jobs, income and volumes of activity as:

- The LCR Culture and Visitor Economy (Leisure, Travel and Tourism, Business)
- Liverpool Superport (Business, Retail and logistics manufacturing, maritime)
- The Low Carbon Economy (Science, Technology, Engineering, Energy Management, Waste and Health and Safety)
- The Knowledge Economy (Workforce Development, Health Research, Teaching, Medical, Skills increase at level 4).

The local offer for learners with Learning Difficulties and Disabilities (LDD) has been redesigned supported via the Wirral brokerage project. The key to the success of the brokerage project is the alignment of outputs with findings of the NW Learning for People with LDD analysis. The project contributes to addressing a number of areas including: reducing the numbers of learners attending residential colleges outside of Wirral; increasing participation rates of LDD learners in Greater Merseyside; reducing NEET rates for young people with LDD. The current project also meets Wirral Borough Council's corporate priorities of employment, inclusion, a safe and sustainable environment and raising aspirations for young people.

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. Our 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. In 2010/11 this will be further developed through Children's Trust involvement in the development of a Local Strategic Partnership Child Poverty needs assessment and strategy.

consultation with young people

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 across the Wirral 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, the Youth Inclusion Programme, Connect-uz and Wirral Brook participants. Over 100 young people were involved in the feedback and discussions were facilitated by youth workers.

In reviewing the priorities identified in the CYPP the young people were asked if they met their needs. 85% of the young people said yes, 3% thought they partially did and 12% said they did not. The groups were then asked why their needs were not being met and what priorities and activities should be considered in the future. The key areas in which young people defined additional priorities and activities are outlined below. In response planned actions outlined by strategic leads on how these requests will be addressed in 2010/11 are also included.

Area	Young People Defined Priorities	Young People Defined Activities	Action in 2010/11
Being Healthy	Reduce obesity in children	More access to school sports facilities. Healthy food in schools (schools should not sell sweets, pastries and cakes). Free gym passes for 16-19 year olds. More sporting activities.	Increase the number of children and young people participating in the Schools Sports Partnership. Ratification of Wirral's Healthy Food Policy to ensure schools participate. Additional package of support provided to targeted schools during the National Child Measurement Programme. Over 100 free gym passes are funded through the Drug and Alcohol Action Team and Connexions; we will explore the potential to fund more. Support schools with the implementation of statutory Personal, Social, Health and Economic (PSHE) education (scheduled September 2011).
	Sexual health services	Better teaching of sex and relationships including information on sexuality transmitted infections.	Support schools in the implementation of the revised DCSF Sex and Relationship Education (SRE) guidance and include information and advice relating to healthy relationships.

Area	Young People Defined Priorities	Young People Defined Activities	Action in 2010/11
		<p>Relationship workshops.</p> <p>More sexual health services in different areas.</p>	<p>Continue to promote the PSHE Continuing Professional Development (CPD) programme for teachers, teaching assistants, nurses and youth workers.</p> <p>Health Services in Schools to include Sexually Transmitted Infections (STI) advice and screening to be extended to all participating Secondary Schools and Youth Hubs during school holiday periods.</p>
Staying Safe	<p>Staying safe at school including reducing bullying</p> <p>Improved relationships between the police and young people</p>	<p>Develop links with charities to help victims of bullying.</p> <p>Activities with schools should promote staying safe.</p> <p>More visible policing. More supervision by police in parks.</p> <p>Reduce anti-social behaviour. Better reviews of anti-social behaviour Section 30 dispersal orders.</p>	<p>Actively promote and celebrate the work of Bully Busters in schools. Re-publicise the helpline number across the borough. Develop the Wirral Anti Bullying Strategy, focusing on schools, school transport and community facilities.</p> <p>YOS involvement in school cluster programme to assist families with young people assessed as developing anti social behaviour. Barnardo's working with secondary schools targeting young people at risk of running away, targeting schools with highest incidence. Termly Healthy School pupil panels will support young people to express concerns and contribute to policy.</p> <p>Operation Stay Safe will provide more targeted visible policing in the community.</p> <p>Wirral Anti-Social Behaviour Team is now part of Children and Young People's Department and contributes to Integrated Youth Support activities. This provides increased opportunity to focus on issues of concern to young people.</p>
Enjoy & Achieve	Improve teaching standards	Improved delivery of Personal Social Health and Economic education in schools.	<p>Schools continue to develop their programmes for PSHE and the Local Authority will provide advice and training.</p> <p>Continue to promote the PSHE Continuing Professional Development programme for teachers, teaching assistants, nurses and youth workers.</p>

Area	Young People Defined Priorities	Young People Defined Activities	Action in 2010/11
		<p>Involve young people in deciding teaching methods.</p> <p>Teachers to take a more relaxed approach, young people are being put under pressure in schools.</p> <p>More outreach services. Extra help with school work Fun based interactive challenging educational activities</p>	<p>Schools continue to improve the quality of teaching and learning and make more use of the “pupil voice” in evaluating the success of teaching and learning styles.</p> <p>Continue to consult pupils via The Healthy Schools Pupil Panel on school related issues, policies and procedures.</p> <p>Schools continue to develop extended services, study support which includes the use of Virtual Learning Environments.</p>
Positive Contribution	More places to go and things to do	<p>Increase the number of youth clubs.</p> <p>Youth facilities available on more nights closer to where people live.</p> <p>Youth Clubs to be open at week-ends.</p> <p>Increase numbers of YP participating in Duke of Edinburgh Award.</p> <p>Increasing the participation in activities by young people who have disabilities.</p>	<p>Through commissioning and district planning involving young people we will ensure a broad youth offer is made available.</p> <p>We will work with transport providers to identify where bus routes can be revised to ensure where youth clubs are not close to where people live access is improved.</p> <p>We will agree a specification for youth hubs and monitor provision to ensure it is working to requirements.</p> <p>Duke of Edinburgh Award will be available in each district through the youth hubs thereby improving accessibility. In addition, Wallasey Fire Station will be an open Award Centre.</p> <p>District Youth Provider Planning Groups will be required to ensure they take account of needs of young people with disabilities.</p>

Area	Young People Defined Priorities	Young People Defined Activities	Action in 2010/11
	More involvement in decision making	<p>Find better ways to feedback to young people in schools and youth clubs.</p> <p>Youth Committees on estates.</p> <p>Develop the role of Peer Educators in schools.</p> <p>Find ways to ensure more young people are consulted.</p>	<p>The new website for young people to be launched in 2010 will be a major tool for developing dialogue between Wirral Council, youth providers, Youth Support Agencies and young people.</p> <p>The development of youth committees on estates would require significant resource investment not currently available. Youth forums will be encouraged to gather the views of young people from specific areas.</p> <p>The development of peer educators in schools will be dependant on resources available.</p> <p>To enhance the routes already available, the new website will be used as a consultation tool for young people.</p>
Social & Economic Well Being	Improve opportunities for young people	<p>More opportunities to access different training especially for those who do not want to stay in school.</p> <p>Fair access to Education Maintenance Allowance (EMA).</p> <p>Free travel to college or training jobs.</p>	<p>The Borough Education, Training and Employment Strategy has been reviewed and refreshed for approval by the Children's Trust Board in March. This outlines the 'offer' for young people in Wirral including an extension to the Activity Agreement Pilot for young people to support their progression and a further 50 apprenticeships.</p> <p>The Government has set the following thresholds to qualify for EMA. Your annual household income must be below £30,810 (for tax year 2008-09). Income up to £20,817 per year, EMA is £30 per week. Income £20,818 - £25,521 per year, EMA is £20 per week. Income £25,522 - £20,810 per year, EMA is £10 per week. More than £30,810 per year no EMA entitlement</p> <p>Wirral Travel Training Scheme is open to all age 16 plus and provides a 1 to 1 travel training service to enable young people to use public transport independently and with confidence. Wirral travel team attending colleges and events promoting transport options and providing free travel cards to young people to attend</p>

Area	Young People Defined Priorities	Young People Defined Activities	Action in 2010/11
			<p>interviews or assist with first months travel.</p> <p>Delivery of WorkWise scheme to assist young people with the provision of a 6 month loan of a scooter or a cycle where public transport cannot serve the journey.</p>

annual review of progress against priorities 2009-10

In the second year of our plan (2009/10) much has been achieved to improve the outcomes for Wirral's children and young people with significant improvements in key areas, including:

- A continued reduction in the number of teenage conceptions through robust monitoring of the teenage pregnancy Strategic Action Plan.
- 100% of Wirral schools achieving the national Healthy Schools status well ahead of target.
- Launch of the Health Services in Wirral Secondary Schools programme with twelve schools participating as part of the first phase with a further six schools to follow before the end of the financial year, including include special schools.
- Working in collaboration with the School Sport Partnerships to support the Active Lifestyles Project which will be piloted with 30 schools. These schools have been identified using the National Child Measurement Programme data.
- Target for Human Papilloma Virus (HPV) vaccinations achieved.
- Launch of breastfeeding peer support programme in March 2010 to support breastfeeding mothers.
- Improved support to child care workers engaged with vulnerable children through monitoring and quality assurance of Common Assessment Framework and Team Around the Child activity.
- More children in care are living in stable placements (72.1% of children in care have lived in the same placement for 2 or more years), and fewer children in care have experienced 3 or more placement moves (9.7%).
- More children with a disability are accessing a wider range of short break services through the Aiming High for Disabled Children programme; with children and families telling us, and being involved in commissioning what they need.

- More Police presence to tackle teenage alcohol consumption through Operation Stay Safe; 3,264 teenagers are engaged with a wide range of services.
- Fewer children in care are living in independent sector residential placements (currently 45 compared to 52 in the previous year).
- We have responded positively to the National Challenge, Gaining Ground and Extra Mile programmes.
- The Intensive Support programme in primary schools has demonstrated positive impacts on raising standards
- There is now a very comprehensive programme of leadership and management development for schools
- The Managed Moves Protocol has become firmly embedded into secondary sector and has reduced the level of permanent exclusions.
- 100% of Wirral schools engaged in the 1-1 tuition programme and schools are developing a range of models for the delivery of tuition.
- Continued improvement in levels of attendance at targeted schools.
- We have achieved a reduction in First Time entrants to the Criminal Justice System.
- The Wirral Young Carers Project is continuing the process of engaging harder to reach Young Carers and their families from BME communities, those living with the consequences of parental problematic drug and alcohol use and those living with the consequences of parental mental health problems.

- The findings from a ‘Feel Safe, Play Safe’ survey were converted into an action plan designed to reduce children’s fear of playing beyond the confines of their home environment.
- Over 200 young people received an Open College Network qualification in ‘Personal and Social Skills’ via their participation in programmes with Wirral Brook.
- The Youth opportunity Fund Grant panel decided to top slice one hundred thousand pounds from the Youth Opportunity Fund for allocation to the Voluntary, Community and Faith sector.
- The successful delivery of the ‘Wirral Apprentice’ programme which received national recognition.
- The redesign of the local offer for learners with Learning Difficulties and disabilities (LDD) supported by the Wirral brokerage project.
- The delivery of the September Guarantee for 16 and 17 year olds in Wirral.
- The extension of the Activity Agreement Programme for vulnerable Not in Education, Employment and Training (NEET) young people aged 16 and 17.

- Continuing year on year reductions in the number of young people NEET despite the global recession.

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.
- Realisation of the investment in social care resulting in supporting more vulnerable children in the community, making children’s plans more timely and robust and safely reduce the high number of children in care (617 December 2009).
- The reduction of 16-18 NEET to meet targeted levels.
- The ongoing recession and narrowing the gap between experiences and economic well being in different parts of the Borough.
- The impact of the recession creates an uncertain financial climate in which to plan future services.

refreshed priorities

Wirral priorities have been re-evaluated in response to the activities undertaken in the second year of the plan and national and local changes.

Be Healthy

Reduction in the harmful consequences of risk taking behaviour.

Encourage and support all children and families to achieve and maintain a healthy weight and lifestyle (**Refreshed**).

Implement the Child Health Strategy

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.

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.

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 & Young People are actively engaged in community and democratic decision making process.

Economic Well Being

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.



Wirral University Teaching Hospital **NHS**
NHS Foundation Trust



Cheshire and Wirral Partnership **NHS**
NHS Foundation Trust