

Wirral Children and Young People's Plan 2013-2016
14th May 2013

DRAFT – FINAL DRAFT

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Tracy appendix 3 and 4 need checking and in the text

Welcome

Welcome to our 2013-16 Children and Young People's Plan (CYPP). This plan is written through a collaborative approach involving Wirral's children and young people and all agencies that provide services to support them. This plan does not sit on a shelf – it is a live document; the work outlined in it is continuously delivered and monitored. It is reviewed and refreshed annually to ensure that we evidence the positive difference being made to young people's lives.

This plan is delivered collaboratively by Wirral Children's Trust, a partnership of organisations that provide services to children, young people and their families. When we use the term 'we' in this plan it means the Children's Trust. 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.

We have a shared vision and effective governance arrangements to ensure accountability and delivery of our priorities. 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. The structure of Wirral Children's Trust is shown in Appendix 1.

Our vision

"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."

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Councillor Tony Smith
Lead Member for Children's Services and
Lifelong Learning
Chair of Wirral Children's Trust

Julia Hassall
Director of Children's Services
Children and Young People's Department

Introduction

This Children and Young People's Plan 2013-16 outlines how all partners working through Wirral Children's Trust will continue to make a positive difference to the lives of children, young people and their families.

As evidenced in our previous plans and by external inspection, Wirral Children's Trust has a strong track record of working together and providing good services for families. We work to champion the needs of children and ensure that safeguarding processes are in place across the breadth of the partnership.

Although we write this plan in a time of significant public sector change and austerity we will continue to maintain our focus on delivering excellence and maximise our use of resources to provide services that meet local need. Such change impacts considerably on how we develop our work and partner organisations are continuing to evolve. A Council focus on 'think family' is being developed through the new Families and Wellbeing Directorate which will improve access to services and provide continuity of approach. Through this new three year plan all partners show their commitment to maintaining a focus on continuously improving services for children and young people.

A key challenge is to correctly prioritise our reduced resources, ensuring specialist support is targeted effectively whilst continuing to provide the right high quality universal services for Wirral's families. In order to achieve this we have evaluated all the available evidence and listened carefully to what children, young people and their families have told us.

To ensure this plan content was determined by need and could be delivered from available resources a new approach was developed through a strong priority setting framework. All submissions were fully evaluated and challenged by partners before inclusion. This method has given us a smaller number of highly focused priorities which we believe will lead to cost-effective activity in the right areas and improved outcomes for service users.

Throughout this plan we have maintained and developed a key theme from each of our published CYPPs - our commitment to improve their life chances of those children and young people who experience disadvantage. This plan outlines our refreshed approach to preventative services including our Intensive Family Intervention Programme (IFIP) working to support Wirral's most complex families. We will ensure we make significant improvements in how the right early support is accessed and effectively provided to those that need it. In order to optimise our approach the work in this plan is aligned with the Wirral Child and Family Poverty Strategy.

All agencies involved with children and young people in Wirral have contributed to this plan and work together to deliver our vision. With this new plan comes clear priorities and identified activities to deliver them, we also describe how we will measure our success through improved outcomes to ensure that we are making a difference.

Published alongside this plan is a review of our 2012-13 plan which outlines what was achieved last year.

Children, Young People and Families in Wirral

Wirral is a good place to grow up and most children and young people will fulfil the aspirations that we, their parents and carers have for them.

Wirral is home to about 74,500 children and young people aged 0-19. If Wirral had just 100 children:

- 49 would be girls, 51 would be boys;
- 93 would be white British and 7 would be from ethnic minorities, most probably 1 or 2 would speak English as an additional language;
- 20 would be living in families in receipt of Child Tax Credit, (<60% median income), Income Support or Job Seekers Allowance and 19 would be living in lone parent families;
- For some school would be a refuge from home; 3 would have been allocated a social worker, 1 would be in care and less than one would be subject to a child protection plan;
- Most young people would make a positive contribution to their community. Only 1 would get in to enough trouble to be dealt with by the Youth Offending Team;
- 14 would have a special educational need, 2 of whom would have a statement, most probably for moderate learning difficulty;
- Overall most children would be healthy however approximately 5 of the 31 children in primary school would be classified as obese;
- 80 would achieve 5 or more A*-C grades at GCSE, however 14 would be struggling to read fluently by the time they were 11, and 9 would not be in any form of education, employment or training at 16.

Of the 74,500 children and young people living in Wirral not every child requires the same services. Some children and young people experience real disadvantage and hardship and they require higher levels of support.

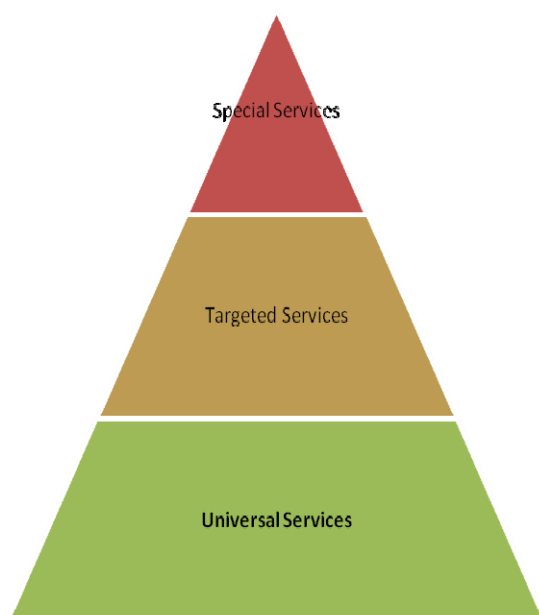


Figure 1: Service Delivery Model

Universal services, including provision of early years support, mainstream schools, health services and play activities meet the needs of all children and young people. However at any one time

approximately 22% of children will have additional needs which require targeted support provided by individual or multi-agency services. These services support groups of children and their families such as those with special educational needs or disability or those requiring parenting support. A high proportion of these children will be living in the more disadvantaged areas. Of this group approximately 2,240 children will have more complex needs which require a high level of specialist support. Without this support these children are at risk of poor outcomes.

They include young people who have a child protection plan, those with serious health issues or those involved in risk taking behaviours. We support children and young people with specialist support for appropriate periods of time and then, where possible meet their need within universal provision. We invest in child and family centred multi-agency early intervention and prevention work delivered within the community. This approach not only improves outcomes for families earlier and reduces the number of children that escalate into requiring additional support but reduces costs in the long term. Figure 2 illustrates the stark differences in outcomes for children and young people living in different Wirral districts.

We believe that the children and young people of Wirral are its greatest potential assets; we want to ensure that all of them have the best possible start in life.

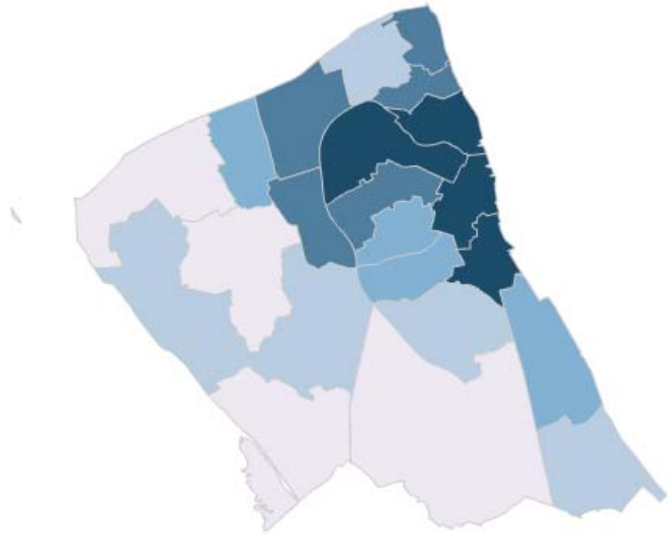


Figure 2: CIN rate per 10,000

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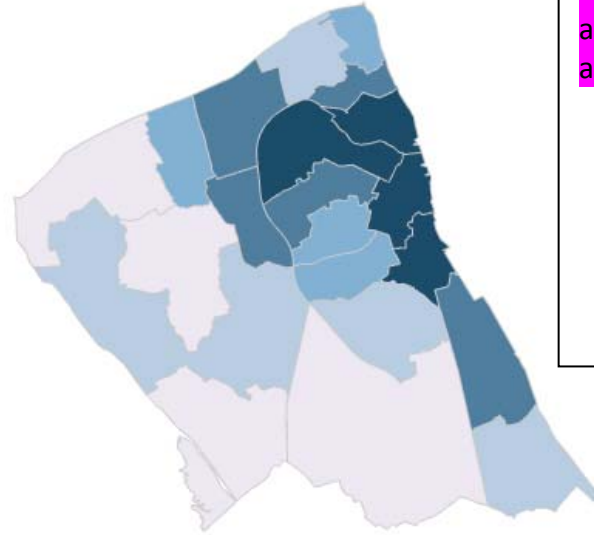


Figure 3 % of Children eligible for Free School Meals

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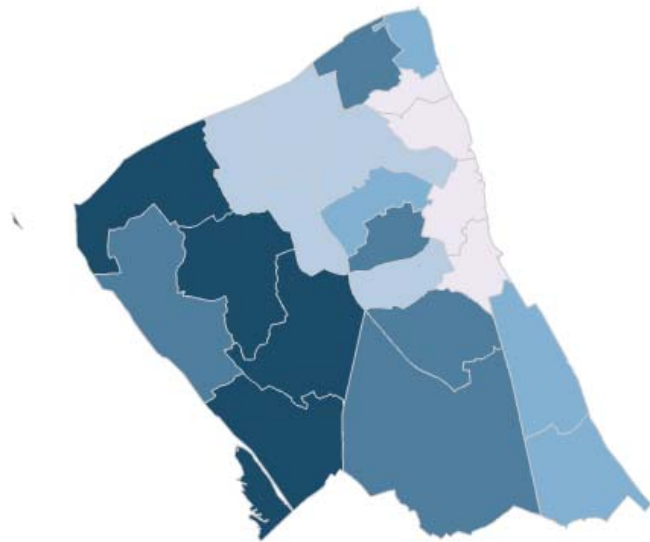


Figure 4: % of Children achieving well at KS4

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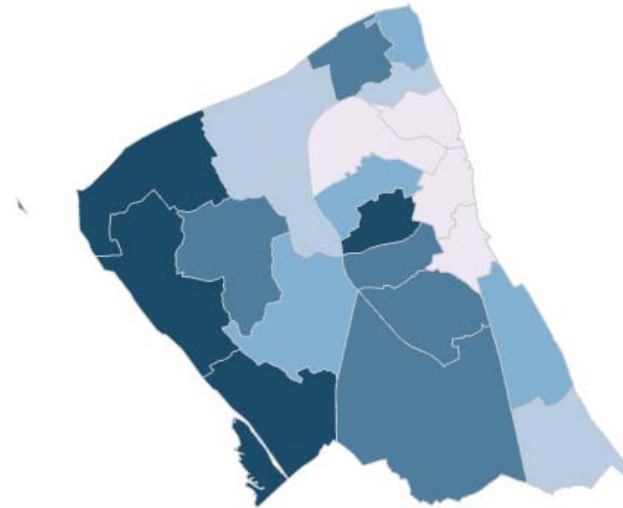


Figure 5 % of Children achieving well at KS2

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Add here a description of these charts and what they mean for the Children and Young People of the Borough.

Table 1: Comparison of outcomes for children and young people across Wirral Districts. (2012 data unless otherwise specified.)

Indicator	National	Wirral	Wallasey	Birkenhead	Wirral South	Wirral West
% Key Stage 2 L4+ inc English and maths	80.0	79.3	74.8	75.7	83.1	86.0
% 5+ GCSEs at A*-C inc English and maths	59.0	65.4	60.3	59.3	72.3	70.6
Permanent School Exclusions per 10,000 school population (2011/12)	7	4	6	8	1	1
% Eligible for Free School Meals (2012)	16.9	20.1	24.1	30.6	10.4	11.3
Rate of Conceptions under 18s per 1,000 females and 15 – 17 (2011)	30.7	36.9	42.7	50.6	22.2	22.3
Children In Need per 10,000 population 0 – 17 (At any point during year)	652	903	947	1369	465	390
Children with Protection plan per 10,000 population 0 - 17	38	55	68	90	16	17
Children looked after per 10,000 population 0 - 17	59	101	78	191	37	45
% of 16 to 18 year olds NEET	6.1 (2011)	7.4	8.0	10.6	5.0	2.9

Our Priorities for 2013-16

We have been forensic in examining all available evidence to ensure this new plan is directly relevant to the addressing the key issues requiring action.

We have:

- Evaluated our progress to date through our annual review which clearly outlines the areas where challenges still remain.
- Effectively analysed the available intelligence to ensure we understand the nature and detail of the needs of families in Wirral.
- Consulted with young people and listened to what they have told us directly and through our Health, Education and Lifestyle Profile (HELP) Survey.
- Through our new priority setting approach evaluating a range of factors through partnership challenge we have proactively addressed the key issue of public sector austerity.
- Ensured that the Children's Trust principles underpin all our proposed activity.

All these elements have been combined to develop eleven new priority areas which are described below. The following section outlines how they will be delivered and monitored.

For all children and young people:

We will support you to have the best possible start to life and to develop healthy lifestyle choices

The gap in life expectancy in Wirral between the most and least affluent is 14.6 years for men and 9.7 years for women. To impact on this we must act to improve the health of future generations through our children and young people. We will ensure that early support is in place to provide children from birth to develop good physical health and emotional wellbeing. Importantly we will provide young people with information to make good choices to impact on their health for the rest of their own and their future family's lives.

Priority 1: From conception to age five Wirral Children have the best possible physical, social, emotional and psychological start in life.

Priority 2: From 5 - 19 years, Wirral children and young people's health and well being will continue to develop through healthy lifestyle choices in preparation for adult life.

We will know we have succeeded when teenage pregnancy, childhood obesity, alcohol consumption and prevalence of sexually transmitted diseases are reduced. When there is clear evidence of a positive impact on young people's emotional wellbeing and mental health. When the gap in health inequalities related to living in different areas of the borough is reduced.

We will keep you safe from harm, in a family environment and where necessary support you at the earliest opportunity

Where it is not safely possible for children to be brought up in their own family environment we will ensure alternative appropriate high quality care arrangements are in place. We will provide good support to our foster families, adoptive parents and extended family members who care for vulnerable children. Through our newly designed preventative services we will improve targeted

early support to families experiencing particular difficulties, to meet these needs as early as possible.

Priority 3: To support those children and young people who require extra help at the earliest opportunity.

Priority 4: To improve outcomes for children and young people in need of protection.

Priority 5: To improve outcomes for Children in Care and Care Leavers.

We will know we have succeeded when we have reduced the number of children in care and those on child protection plans and increased the number of children adopted. When reviews are timely and children tell us that their wishes are taken into account in determining their plans. When families demonstrate how preventative services have made a difference to their lives and referrals into children's social care decrease.

We will raise your aspirations and achievement, so you are equipped to enter adulthood and working life

Our young people are the future economic health of Wirral and deserve high quality education and training provision to help them become ready for work. We will ensure that reforms to the education system are seen as opportunities and continue to evolve strong partnerships with all education and business providers.

Priorities 6: To ensure that there is appropriate support and challenge to educational settings.

Priority 7: To ensure children and young people across Wirral will have improved attainment levels and skills, to enable them to fulfil their aspirations.

Priority 8: Effectively promote and enable participation and progression for all young people.

We will know we have succeeded when attainment levels across all stages are high and inequality gaps are narrowed. By maintaining good external evaluation standards by agencies such as OFSTED and other inspections agencies and when young people can access the right opportunities and the numbers of young people not in education, training or employment is reduced.

We will support those of you who need extra help to reach your potential and achieve well

We know there are differences in outcomes for some children who require additional support such as children in care, children with special educational needs and with disabilities, children living in poverty and young carers. For these groups we will work with them to put in place imaginative programmes of support.

Priority 9: Improve the educational outcomes for vulnerable children and young people.

Priority 10: Improve provision, choice and outcomes for children and young people with Special Educational Needs and/or Disabilities.

We will know we have succeeded when we have narrowed the gap in outcomes for our vulnerable children and young people in relation to their peers and when they tell us about their positive experiences accessing services that are right for them.

We will listen to your views to inform decisions that affect you

Wirral has a strong track record in involving children and young people in the development of service delivery. We have a participation champion and a range of engagement forums such as the Children in Care Council, the Youth Parliament, Youth Forums, School Councils and the Health, Education and Lifestyle Profile (HELP) survey. Through these we will ensure we remain responsive to the needs of young people.

Priority11: Enhance the involvement of children and young people in the decision making process.

We will know we have succeeded when young people tell us they feel empowered and fully involved through our engagement forums.

What We Will Do in 2013 - 2016

Wirral Children's Trust has a clear structure made up of key partnership groups that provides a framework to ensure accountability and effective monitoring of delivery of our priorities. In writing this plan we reviewed the structure and membership of groups to ensure all partners are fully engaged in delivering the activity required to achieve our priorities. The Children's Trust Board takes responsibility for delivering this plan and ensures that all groups and agencies work together on our key activities and receives regular reports from groups on progress made.

We will support you to have the best possible start to life and to develop healthy lifestyle choices

Priority 1: From conception to age five Wirral Children have the best possible physical, social, emotional and psychological start in life.

Antenatal Assessment (12 weeks)

The Healthy Child Programme promotes and encourages early access to maternity care with women having the opportunity by the 12th week of pregnancy to see a midwife or maternity healthcare professional for a health and social care assessment. This ensures identification of prospective parents who require additional early intervention and prevention. Ante natal assessments at 12 weeks is a 'Vital sign' (VSB06) with a local target to achieve this assessment in 90% of cases. Performance in December 2012 reports Wirral as achieving this in 81.4% of cases. An increasing number of births will place a further burden on antenatal services to achieve this target.

What we will deliver:

- A pathway will be developed to ensure that all relevant agencies understand the signs of post natal depression and offer early help/referral to appropriate services – to include nursery and school based staff and practitioners working in the IFIP.
- Brief intervention training is to be offered to nursery and Early Years Practitioners to assist in supporting families who may be on the edge of services.

Smoking in Pregnancy

Although smoking during pregnancy performance reduced during 2011-12, there is still a need for targeted interventions for younger women and women living in more deprived areas.

What we will deliver:

- A stop-smoking service to work specifically with pregnant women and targeting younger women will be commissioned. The potential for this service to offer holistic brief interventions or referral to other relevant services will be explored e.g. weight management, emotional health and wellbeing, perinatal mental health, sexual health services.

Infant Mortality

Infant mortality is a recognised measure of maternal and neonatal health, and is strongly correlated with the provision of health care, education and social class. Latest data shows that the 20% most deprived population of Wirral continue to have the highest rates of infant mortality within the borough. In addition to this Wirral overall has higher rates, 4.5, than England at 4.3 per 10,000 births.

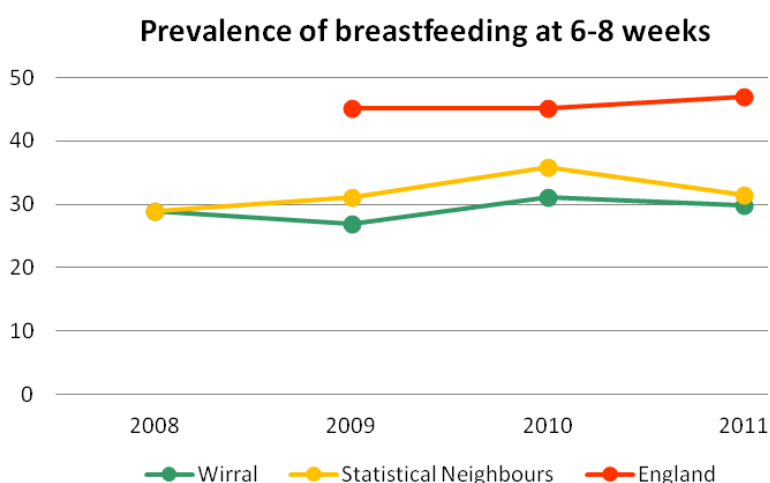
What we will deliver:

- An audit of infant deaths will be conducted to gather intelligence to inform targeted health improvement campaign.

Breastfeeding

Wirral's breastfeeding rates are below the regional and national average. In 2011-12, the percentage of mothers initiating breastfeeding was 55.6% compared to 81.0% nationally and 63.6% regionally. Wirral sits in the lowest third of North West Primary Care Trusts for mothers initiating breastfeeding. There are stark inequalities across the borough; in 2010-11 breastfeeding initiation ranged from 78.0% of women within the Heswall ward to only 26.0% within the Bidston and St James' ward.

By the time baby is 6-8 weeks old, the percentage of mothers who have continued to breastfeed has reduced to 30.2%, compared to 45.0% nationally and 33.4% regionally. There are also inequalities at this stage with 51% of mothers within in West Kirby and Thurstaston ward still breastfeeding compared to only 8% of mothers living within Bidston and St James.



What we will deliver:

- Breastfeeding will be embedded in the nursery, primary and secondary school curriculum through the use of resources that show women breastfeeding instead of feeding formula milk so that children grow up experiencing breastfeeding as the norm.

Healthy Start

Uptake of the 'Healthy Start' programme in Wirral is good (81.8% of those eligible). However, the uptake of the free, Healthy Start vitamins is very low with only 2.7% of the eligible population claiming the children's vitamins and 4.9% claiming the woman's supplements. Vitamin D deficiency can lead to health conditions such as rickets and osteomalacia and it is therefore important that this uptake is increased within the target groups and through a wider variety of settings.

What we will deliver:

- The benefits of Vitamin D across maternity, health visiting, GP and pharmacy services will be promoted in order to increase uptake among pregnant women and under 5's.

Dental Health

Wirral children have a considerable problem of decayed, missing or filled teeth amongst five year olds in some of the more deprived areas. A recent audit of dental extractions found that 692 children had a general anaesthetic to extract teeth in 2011 with 10% of these being repeat extractions.

What we will deliver:

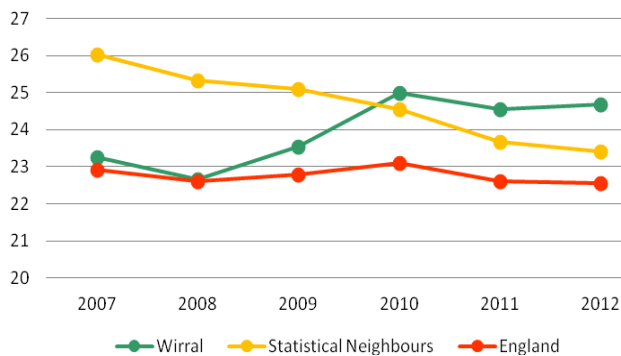
- Good oral hygiene to be promoted as part of the Personal Health and Social Education (PHSE) curriculum.
- Explore the potential to increase access to fluoride through options including, extending the fluoride milk programme to early years settings and the development of a toothpaste distribution scheme.

Childhood Obesity

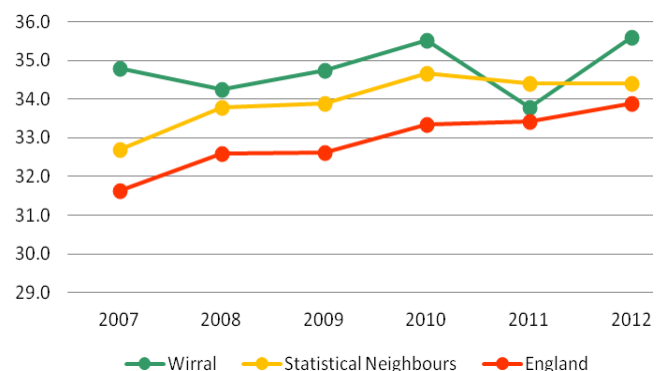
The number of children recorded as obese during 2011-2 has increased in Reception (9.4% 2010-11 to 9.6% 2011-12) and Year 6 (18.6% 2010-11 to 19.7% 2011-12). Although this is slightly better than the North West average (Reception 9.7% and Year 6 19.8%), it is higher than the national average (Reception 9.5% and Year 6 19.2%). In addition, Wirral recorded more overweight children than the North West average (Reception 15% compared to 13.4% and Year 6 15.0% compared to 15.0%).

"We want to be encouraged to healthy food and have cookery classes"

Obesity in Reception



Obesity in Yr 6



What we will deliver:

- Midwifery and health visiting services to identify women who are obese at their 12 week ante natal assessment.

- Examine local data to determine current levels of maternal obesity in Wirral and identify appropriate solutions to tackle these.
- Develop an early year's programme to include focus on healthy eating and being active.
- Develop a Wirral obesity strategy within the wider Health and Wellbeing Strategy with an emphasis on prevention and physical activity.
- Explore the potential to deliver healthy cookery classes in schools.

Priority 2: From 5 - 19 years, Wirral children and young people's health and well being will continue to develop through healthy lifestyle choices in preparation for adult life.

Alcohol and Substance Use

Alcohol is a significant problem for children and young people in Wirral. The use of alcohol is associated with many problems, including injuries and accidents, risk taking behaviour, cognitive problems and long term risks to health. The annual survey of young people in Wirral (HELP Survey) has highlighted the need to understand and address young people's alcohol consumption.

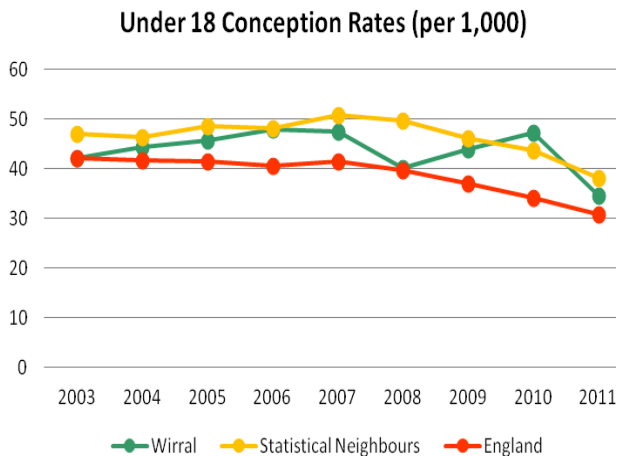
What we will deliver:

A Schools Substance Misuse Advisor will be recruited to support the promotion, adoption and implementation of the following:

- Schools Substance Misuse guidance and policy documents;
- Alcohol Alright brief intervention toolkit;
- Provision of interventions for young people admitted to the Accident and Emergency department, addressing the presenting issues and reducing the likelihood of future presentations;
- Involvement of the young person's parents or carers;
- Ensure that specialist substance misuse agencies engage with the IFIP to provide education, treatment and other support for families where parents or children are misusing substances;
- Develop a range of bespoke programmes of activities and interventions to target vulnerable young women misusing alcohol;
- Deliver specialist treatment/interventions via CAMHS, Response and Youth Offending Services to reduce substance misuse, improve school attendance and improve family relationships.

Sexual Health and Teenage Conceptions

Wirral's teenage conception rates have reduced significantly during 2011, with local data indicating a reduction in the under-18 conception rate from 47.2 (per 1000 15-17 years olds) to 32.9 (per 1,000 15-17 year olds) in Quarter 3 2011 with a total number of 48 conceptions recorded during the quarter. Continued partnership commitment to this priority will ensure a sustained reduction in teenage conception rates.



“We want access to information about sex and relationships. So we can make good decisions and keep ourselves safe.”

What we will deliver:

- The Sexually Transmitted Infections (STI) screening programme will be commissioned to monitor and address the increase in Gonorrhoea cases amongst the 16-25 year old heterosexual population in Wirral.
- The Teenage Pregnancy Strategy will be reviewed to focus on 16 and 17 years olds living in wards with under 18s conception rates higher than the Wirral average and priority will be given to appointing a 1-1 support worker for those young people assessed as ‘at risk’ of early parenthood.
- The brief intervention toolkit will be embedded into services to engage and advise young people on risks associated to alcohol.
- We will raise awareness of, and unpick myths about contraception.
- Contraception provision in Wirral secondary schools will be further developed.

Smoking During Pregnancy – Teen Mums

Although the numbers of mothers smoking during pregnancy reduced during 2011-12, there is still a need for targeted interventions for younger women and women living in more deprived areas.

What we will deliver:

- A stop-smoking service to work specifically with pregnant women and targeting younger women will be commissioned.
- The potential for this service to offer holistic brief interventions or referral to other relevant services e.g. weight management, emotional health and wellbeing, sexual health and housing support.

Mental Health and Wellbeing

National statistics (2005) show that 10% of children and young people aged 5-16 years had a clinically diagnosed mental health disorder. It is likely that a higher proportion of young people aged 11-16 years will be affected by these issues as puberty and life pressures emerge. The link between emotional wellbeing and good educational and wider outcomes are well evidenced. Current information from Health Services in Schools demonstrates a high level of demand for Mental Health and Wellbeing services. Further analysis of local data will provide a clear picture to identify the needs that children and young people have.

“We want you to place the same importance on our mental health as our physical health.”

What we will deliver:

- An emotional health, psychological wellbeing and mental health pathway will be established to ensure schools have direct access to informal generic advice from CAMHS.
- Pilot the proposed new ‘health and happiness’ indicator (once confirmed) with low level school based emotional health and wellbeing intervention service as well as other Health Services in Schools (HSIS) providers.

We will keep you safe from harm, in a family environment and where necessary support you at the earliest opportunity

Priority 3: To support those children and young people who require extra help at the earliest opportunity.

Early Preventative Services

A comprehensive review of preventative services in Wirral identified opportunities for efficiencies and resource re-alignment whilst achieving improved targeted use of resources. Embedding a 'think family' approach aligned with the new multi-agency IFIP and Multi-Agency Strategic Hub (MASH) developments will enhance the support offered to families to meet needs as early as possible. There is a strong approach to commissioning early intervention services, working to a clear set of agreed priorities. Planned reductions by the Department for Education to reduce the level of Early Intervention Grant will require careful planning

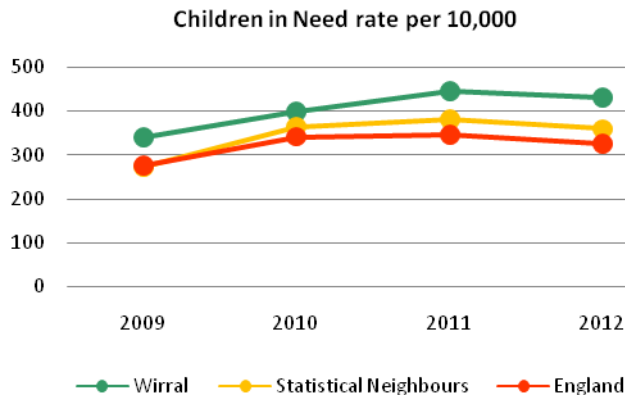
What we will deliver:

- The Preventative Services Review will be completed and implemented.
- The thresholds determining the type of support provided (levels 1-4) will be reviewed and recommendations incorporated.
- A quality assurance framework will be developed to measure the effectiveness of targeted services.

Priority 4: To improve outcomes for children and young people in need of protection.

Children in Need

The numbers of children identified as being in need within the borough is high when compared with other Local Authorities. At the end of March 2012, the rate of Children in Need (CIN) was 429 per 10,000 compared to a rate of 364 per 10,000 in similar authorities. The reasons for this difference are varied, but it is notable that 40% of the child in need plans in Wirral had been in place for 2 years or more compared to one third locally and nationally. This suggests that a clearer focus on sharp and time-limited intervention, with clearer step-down into "Team around the Child" support is required. The redesign of Early Preventative Services will provide the opportunity to ensure this is in place.



Child Protection Plans

Some children have a high level of need and may become subject to a formal child protection plan. In Wirral most children who have a plan on place do so as result of neglect or physical abuse. In 2011-12 a total of 424 children became subject to a child protection plan. Of these children the initial reason for a plan was neglect 46%, physical abuse 42%, sexual abuse 5%, and emotional abuse 5%. High standards are in place regarding reviews of child protection plans in Wirral, with 100% being reviewed within timescales in 2012, compared to North West Authorities average at 95% and England at 97%.

In order to support children and families at an earlier stage and as a safe alternative to Child Protection Conferencing, where appropriate, cases of neglect are dealt with in a Family Group Conference (FGC). These FGC interventions are particularly helpful where children are likely to become subject to a child protection plan for the second or subsequent time, which is often linked to birth of a new sibling and the pressures that adds to family life. An increased family focus is in place through the new Council Corporate Safeguarding Unit which incorporates both children and adult requirements. Alignment of training and processes whilst ensuring different legal requirements are upheld allows improved practice and efficiencies.

What we will deliver:

- Implement revision of Working Together 2013 including reviewing thresholds.
- Develop a joint agency approach to a Multi-Agency Strategic Hub (MASH).
- Ensure the Wirral Safeguarding Children Board (WSCB) Business Plan includes action related to runaways and sexual exploitation.
- Ensuring all agencies have clear processes for listening to the voice of the child.
- Ensure that lessons learnt nationally and locally from Serious Case Reviews (SCR) and Critical Incident Reviews inform practice.
- Review the effectiveness of single gateway for homelessness 16-17 year olds to ensure suitable accommodation is provided.
- Ensure promotional programmes are in place and effectively reviewed for:
 - Road safety
 - Anti bullying
 - Teenage Pregnancy
 - Sexual Health
 - E Safety

- Safety in the home

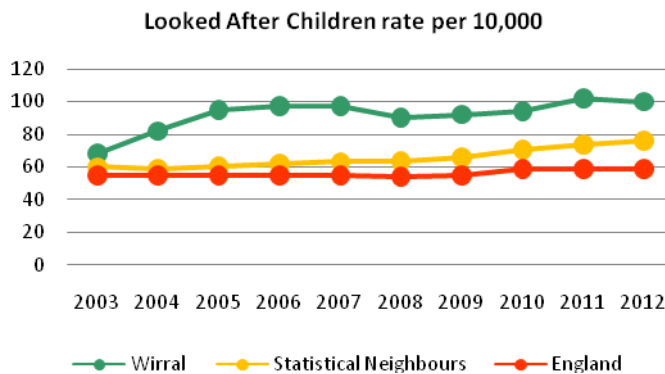
Priority 5: To improve outcomes for Children in Care and Care Leavers.

Looked After Children

The numbers of children who are in care within Wirral is very high. At the end of March 2013, the rate of Looked After Children (LAC) was 101 per 10,000 of the population age 0 - 17. This is almost double the national figure for the previous year and is also above the rate of similar authorities. The present economic climate and the challenges that this brings for families is placing additional demand on services.

The redesigned Early Preventative Services will work with families earlier, within their communities to identify their needs before they reach crisis point and provide them with tailored support. The expected impact will be that less children and families will reach the criteria for statutory intervention and in turn this will reduce the numbers of children coming into care and the cost that this incurs.

For those children and young people currently in care a range of permanence options will be available to ensure that these children and young people have their needs met and have the opportunity of a family life and the stability and security that brings, in whatever form this may take.



“We want to be involved in meetings with social workers to ensure that we have some control over our futures.”

“We want you to keep us safe and ensure we know why decisions have been made that affect us.”

What we will deliver:

- The Corporate Parenting Strategy and the refreshed Looked After Children’s Strategy.
- The Adoption Improvement Plan will be developed and implemented.
- Social Work practice to comply with the Pre-Proceedings Protocol.
- We will develop our readiness for the new Inspection Framework for children in care and care leavers, targeting key areas that require additional focus.

We will raise your aspirations and achievement, so you are equipped to enter adulthood and working life

Priority 6: To ensure that there is appropriate support and challenge to educational settings.

Working to support Schools

School autonomy has increased in recent years, reflecting the coalition education reform program, however the Local Authority retains a statutory duty for schools and educational settings by ensuring that they are supported to drive standards and improve outcomes for children and young people.

Wirral schools have a strong membership of the Children's Trust and work collaboratively with the Local Authority to develop school support services. This approach has ensured services are fit for purpose and meet the changing and individual needs of schools. These services are bought back from the Local Authority by schools and take up is high; in 2012 94% schools purchased the Education Quality (EQ) support service. EQ is more comprehensive than anything Wirral, or many local authorities, has provided as a service for its schools previously. It encompasses support for professionals and volunteers in schools through a range of services.

What we will deliver:

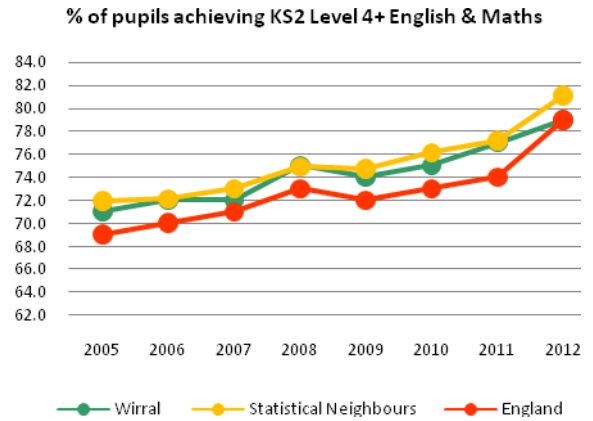
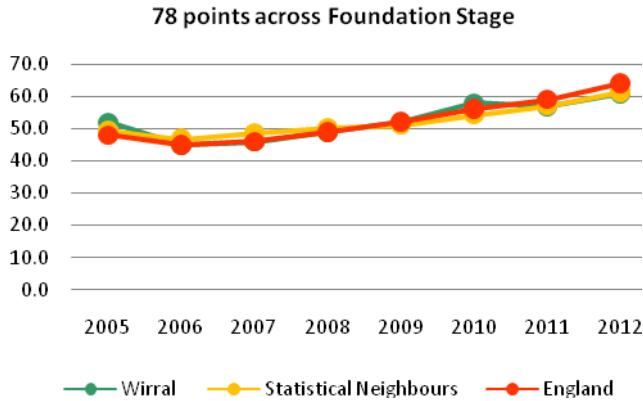
- Review, redesign and market traded services for schools.
- Manage school traded services cost effectively and efficiently.

Priority 7: To ensure children and young people across Wirral will have improved attainment levels and skills, to enable them to fulfil their aspirations.

Raising Attainment across all keystages

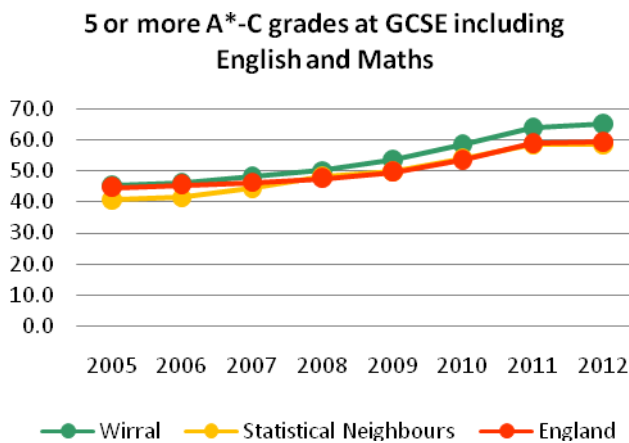
Standards of education are high in Wirral; our schools and educational institutions achieved the best set of results in 2012 with improvements in all key areas based on the previous year.

At Foundation Stage, the percentage of children attaining the expected levels (total of 78+ points with at least a level 6+ in Communication, Language and Literacy (CLL) and Physical, Social and Emotional Development (PSE) improved by 4% on the previous year. The percentage of children who achieved the expected level or higher across CLL, PSE and creative development also improved. For our most able 5 year olds, those achieving above expected level (8+ points) the percentage increased in the three prime areas of CLL, PSE and Numeracy.



At the end of primary school those children who reach the expected level at Key Stage 2 continues to improve. A total of 79% of children achieved the expected level or above (Level 4+), including English and maths. This has increased year on year and in 2012 the combined Wirral result achieved the Fisher Family Trust (FFT) 'D' estimate, which is the progress expected by the top performing 25% of schools in the country.

At the age of 16, at the end of Key Stage 4, the percentage of children who obtain five or more A*-C GCSE or equivalent grades (including English and maths) was 65.4%. This is an increase from the previous year of 64.8% and this performance exceeded the FFT 'D' estimate for the first time. The percentage of children who achieved 5+ A*-C GCSE or equivalent grades had also increased to 88% and also exceeded the FFT 'D' estimate.



In reviewing the results against national averages and statistical neighbours the following have been identified as priorities:

- Phonics decoding;
- KS2 L4+ attainment;
- KS4 Un-Capped Average Point Score;
- Absence from Primary Schools.

What we will deliver:

- Schools below floor standards, schools causing concern and/or schools in an OFSTED category will be supported to make good or better progress; those in Schools Causing Concern or an OFSTED category should be removed from that category in the shortest possible time.
- Persistent Absence will be reduced and attendance in primary schools improved.

Priority 8: Effectively promote and enable participation and progression for all young people.

Post 16 – Participation and Employment and Training Opportunities

In 2012-13 significant progress was made in preparing for the raising of the participation age in 2013 for 17 year olds and 2015 for those aged 18. Linked to this and to the changes in statutory duties on the Local Authority to deliver information, advice and guidance to young people a new post 16 Not in Education, Employment or Training (NEET) target delivery model has been successfully implemented.

The impact has been that young people's participation rates have improved as the percentage of young people (NEET) has dropped slowly. Performance against the September Guarantee target for an offer of learning for young people in Wirral was strong; the 'offer met' for the Year 11 cohort was 97.3% and for the year 12 cohort 91.4%.

Significant work has been undertaken to increase the number of care leavers progressing in to education, employment or training (EET), particularly by age 19. The work of the dedicated Looked After Children Employability Team, working with key stakeholders, has had a significant impact with 48% LAC in EET at age 19, an improvement of 9% on the previous year.

Interventions to enable children from disadvantaged backgrounds to achieve a full level three by age 19 have been delivered with the further education colleges and selected schools. It is recognised that many of our vulnerable young people have additional housing needs and we will review the services we deliver to ensure that support is effective and targeted appropriately.

In reviewing Wirral's performance against national averages and statistical neighbours focus will be retained on the offers of education or training made to 16 and 17 year olds and the numbers of young people not in education employment or training (NEET).

What we will deliver:

- Young people will have access to, and be equipped to take advantage of, a range of training, employment or entrepreneurship opportunities.
- To provide young people with the best possible preparation for work we will maintain and further develop strong partnerships which connect the educational sector, training providers and the business sector.
- Lifelong and family learning provision will be focused to engage and motivate disadvantaged families, encourage achievement and progression and strengthen communities.
- The Council joint protocol for homeless 16 and 17 year olds will be delivered and embedded.
- A targeted careers information, advice and guidance service for vulnerable young people aged 16-18 (up to the age of 24 if subject to a learning difficulty assessment) will be delivered.

- A web based careers information and advice interactive tool – Mersey Interactive (www.merseyinteractive.com) will be provided for use by all Wirral young people, parents, carers and teaching professionals.
- Contribute to the Liverpool City Region Apprenticeship 'Hub' and ensure Wirral supports the headline regional delivery target of 10,000 apprenticeships starts in 2013-14.

We will support those of you who need extra help to reach your potential and achieve well

Whilst children are all individuals, with unique life experience and aspirations, it is well documented that children growing up in poorer families tend to have lower levels of educational attainment and participation in post-compulsory education than their more privileged peers. Much research has shown that the attainment gap begins to emerge early in children's lives, even before entry into school, continues throughout childhood and culminates in there being a considerable gap at age 16 and beyond. Poorer children are half as likely to go on to study at university as their more affluent peers.

Priority 9: Improve the educational outcomes for vulnerable children and young people.

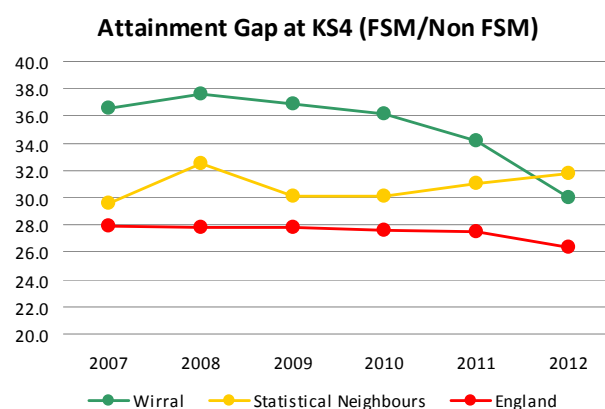
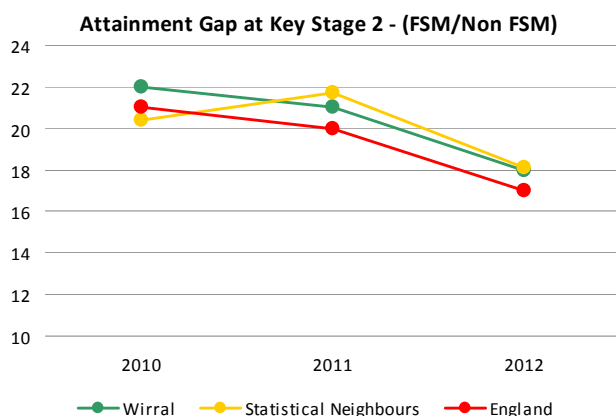
Early Years

National evidence indicates that a child's life chances are most heavily predicated on their development in the first five years of life. Family background, parental education, good parenting and opportunities for learning and development in those crucial years together matter more to children than money, in determining whether their potential is realised in adult life.

What we will deliver:

- Ensure that there are sufficient childcare places to meet local needs.
- Provide information, advice and guidance to parents through the Family Information Service (FIS).
- Improve access to early intervention and preventative services in Children's Centres particularly for the most vulnerable.

Free School Meals



We maintain a continued focus on ensuring that children in receipt of free school meals (FSM) attain their expected achievement level. In reviewing the outcomes against national averages and statistical neighbours in order to reduce the attainment gap between children eligible for FSM and those not eligible the following have been identified as areas of focus:

- Phonics decoding.
- Key Stage 2 including English and maths.
- GCSE including English and maths.
- The achievement of a Level 2 qualification including E&M by the age of 19.

- The achievement of a Level 3 qualification by the age of 19.

What we will deliver:

- Expansion of the project targeting primary schools with the largest attainment gaps.
- The Raising Attainment for Disadvantaged Youngsters (RADY) project for secondary schools will continue to develop and outcomes and learning will be transferred to all secondary and primary schools.
- Narrowing the post 16 education attainment gap projects will continue with schools and further education providers; specifically at level 3.

Children in Care

Research has shown that for children and young people in child care, good schooling can play an important role in assisting and promoting resilience and in developing their full potential. Children in care tend to move school more frequently than their peers which has negative effect on their achievement. In addition they are more likely to have a Special Educational Need.

In general the difference between the attainment of children in care and their peers is significant. In Wirral at Key Stage 2 in 2012, only 61.8% of children in care achieved at least level 4 and above including English and maths, compared to 81.1% of all pupils. This gap in positive outcomes continues and a care leaver aged 16 to 18 is less than half as likely to find education, employment or training as their peers and there is a greater probability that they will become parents at a young age.

What we will deliver:

- Review, monitor and report on the attainment, progress, attendance and exclusions.
- Advise and challenge schools and settings to utilise the additional funding for children in care to improve outcomes.
- Monitor and report on the compliance of and quality of Person Education Plans (PEP's) as a central support document.
- Provide a programme of academic mentoring for young people in year 9 onwards.
- Deliver an internship programme for care leavers.
- Develop a Housing Strategy Plan for young people at risk and care leavers.

Priority 10: Improve provision, choice and outcomes for children and young people with Special Educational Needs and/or Disabilities.

Special Educational Needs and Disability

The Local Authority and its partners have a variety of roles, functions and statutory duties for children and young people with Special Educational Needs and/or Disabilities (SEND).

We have an extensive high quality specialist provision for children and young people with SEND and exceed the national averages for good and outstanding OfSTED judgements for this provision. However, we also exceed the national averages for children and young people educated outside of their local community and the impact that has on high transport costs. To help more children and young people with SEND stay within their community educational setting we must intervene

earlier, with more targeted multiagency interventions, to develop and support children to access local opportunities and therefore improve choice for families.

The Council new Families and Wellbeing Directorate will develop a new Council all age disability service to ensure that needs led lifelong planning and a continuum of support is in place particularly through the transition period when young people become adults.

What we will deliver:

- A continuum of specialist education provision for SEND that meets the local needs of children and young people.
- A local offer that publishes in one place information about educational, health and social care provision for children and young people aged 0- 25 with SEND and their parents and carers. Coupled with clear assessment arrangements.
- A full review of the specialist service area
- Develop a Council all age disability service to ensure lifelong planning and needs led support for children, young people, adults and their carers.

We will listen to your views to inform decisions that affect you

Priority 11: Enhance the involvement of children and young people in the decision making process

We recognise the importance of the service user and understand that young people are more likely to engage if they have influence on how services are delivered. We ensure effective consultation and engagement through Youth Forums and other 'participation' structures. Young people are encouraged to:

- Have a say in the things which affect them either individually, their families and their friends.
- Raise awareness of issues that affect them within their local communities.
- Speak to local providers and Councillors with issues that matter to them.
- Feed back any actions which they have had involvement in to encourage motivation and empowerment.
- Gain a better understanding of political procedures and how they can influence change and make a positive contribution.

What we will deliver:

- Key participation events - The Youth Voice Conference, Youth Parliament and Participation Action Group.
- Development of Junior Children in Care Council (CICC).
- Train and support young people in care to formally recruit and select Wirral social care staff.
- CICC peer mentoring for young people in care.
- Children's Takeover Day 2013 involving 50 young people in care.
- The implementation of the Wirral Peer Education Programme (WPEP).
- Engage with Pupil Panels to ensure they have a good experience of Health Services.

Consultation with Young People

Children and young people living in Wirral today are the residents and workforce of Wirral tomorrow. It is not only right they should be listened to when making decisions which directly affect their lives, but also wise to involve them as the adults of tomorrow.

Wirral has always taken consultation seriously and put high value in the feedback provided by children, young people and their parents and carers. It is in this context that the views of children and young people helped to determine the priorities of this new three year Children and Young People's Plan.

Consultations carried out in 2012 include the Youth Voice and Youth Parliament events; the 'What Really Matters?' survey, to which 433 children and young people responded; and three additional surveys, one involving the Children in Care Council, one of disabled children and their parents and carers and one of fifteen-year-olds participating in the Engagement Programme and the HELP Survey (Health, Education and Lifestyle Profile), to which 3,792 children from Primary, Secondary and Special schools responded. This report is a summary of the findings.

The majority of Wirral young people feel happy, are physically active and enjoy and appreciate the facilities, activities and services available to them both in and out of school. For some young people local, accessible services and facilities add real quality to their lives.

Over 80% of young people feel safe in the area they live, travelling to school and using public transport. They prioritise the lowest possible levels of crime and anti-social behaviour and value highly a clean, pleasant local environment.

Safety in school remains important: 40% of primary and 32% of secondary students said they had been bullied at some point, but the majority (82.7% in primary and 72.3% in secondary) believe their school handles bullying appropriately, although more could be done to involve young people in peer mentoring and awareness-raising of equality and diversity issues.

Wirral young people enjoy and value good health, but also raise concerns related to the pressure to aspire to unrealistic and unhealthy body images. In school, many children worry about examinations and, whilst recognising the importance of achievement and qualifications, would like more than just a narrow focus on an exam-oriented curriculum with opportunities to develop life skills for independent living such as cooking and money management.

Young people want their achievements to be celebrated to dispel negative adult perceptions and their views to be heard. They have a lot to offer and would like more opportunities to discover their potential and skills through full-time, part-time, voluntary, community and charity work and work experience. They enjoy meeting other young people through youth clubs and play services, but want the range of interests and abilities to be more widely catered for. They would like to meet adults who offer positive role models of work to motivate, inform and inspire them.

To equip them for the future young people want advice and information relating to financial support, budgeting, career paths and further and higher education, and for organisations to be more pro-active in advertising their services. Young people want to be in appropriate employment or training, with apprenticeships seen as a positive way forward for all abilities.

Many of the children and young people's recommendations centre on sustaining or making smarter use of what already exists. By listening to young people's practical ideas, services, resources and communication can become more efficient and effective. The willingness of young people to contribute in a voluntary capacity suggests they have much to offer each other.

The young people consulted identified the following specific areas for action which we will address through the delivery of this plan.

The ‘word clouds’ **below** illustrate what is most important to young people living in Wirral with the size of the text representing the number of young people who had strong feelings about these topics.



Figure 6: Word cloud of things that are important to children and young people

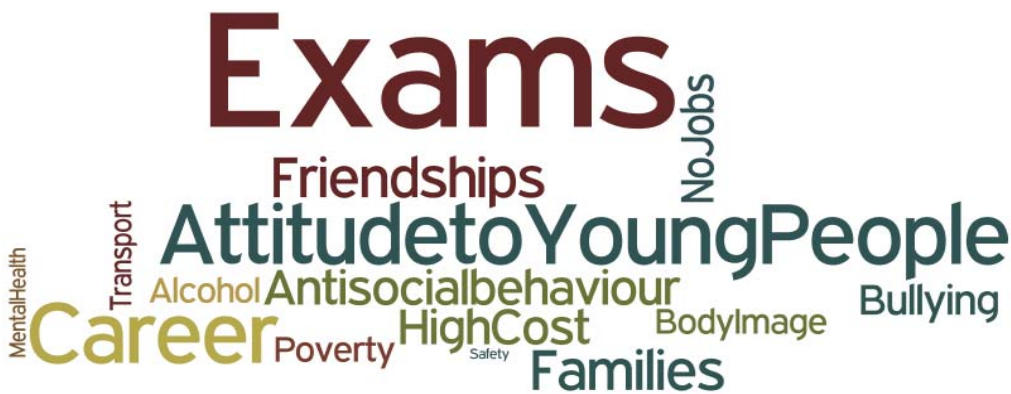


Figure 7: Word cloud of the things that concern children and young people

“We are very grateful to all the young people who contributed to the consultations and we will ensure that those involved receive feedback on how their views have informed this plan.” – Cllr. Tony Smith, Wirral Children’s Trust Board Chair

Managing Our Resources

In order to deliver the range of planned activity targeted to improve outcomes we have put in place effective and ambitious strategic management to ensure this plan is delivered. This chapter outlines how this is achieved.

Planning and Performance Management

Good planning is imperative; we demand clarity of purpose and ensure we deliver what we say we will. We also know that in this time of significant public sector change we must ensure that through our annual review this plan remains relevant and dynamic. It is an overarching strategic plan and is aligned with the Safeguarding Business Plan and underpinned by a range of detailed operational plans. Wirral Children's Trust Board receives regular updates on each area of the plan and can call any group to account to ensure delivery is on target.

As a Children's Trust we work within the Local Strategic Partnership ensuring there is a joint approach to deliver a long term vision for Wirral. We are engaged with the new Health and Wellbeing Board and in developing the new Health and Wellbeing Strategy for Wirral. We annually review our structure and governance arrangements to ensure we remain fit for purpose. The structure of Wirral Children's Trust is shown in Appendix 1.

We focus on outcomes and evidencing results not just delivering the actions that achieve them. In 2013-14 we have developed a new outcomes framework (Appendix 4) to ensure we can monitor our progress effectively. All our priorities have a lead officer who is accountable for their delivery and performance is reported quarterly to the Children's Trust Board who provides governance, support and challenge. Wherever the information suggests that action needs to be taken to ensure progress is maintained our Board sees that this is done.

Alongside our own performance monitoring Children's Services are subject to a range of inspections of carried out by OFSTED. For each individual inspection we listen carefully to where improvements are required and act swiftly on recommendations. Importantly we will monitor whether this plan is being implemented effectively by continuing to ask children, young people and families if by working with us positive changes are happening in their lives.

Workforce Development

Wirral has a passionate and committed children's workforce across the paid and unpaid sectors. Our workforce is large and complex and we are determined to ensure their knowledge and skills remain relevant to enable them to support Wirral's families. To foster integrated working we have in place a common induction programme for all staff delivered by the Voluntary, Community and Faith Sector. A range of training is available to ensure staff can continually develop in their roles and feel respected and valued as professionals.

In order to support our staff and ensure future requirements will be met we have developed our Workforce Strategy and Action Plan 2012-2015 which outlines our six priorities and how they will be achieved. The priorities are:

- Develop our leaders and managers.
- Develop a strategic approach to recruitment.
- Create a single children and young people's workforce.
- Develop integrated working.
- Put safeguarding at the forefront of workforce development.

- Develop a workforce knowledge bank.

Safeguarding

Protecting our children and young people from harm is a key priority for the whole partnership and is led by the Wirral Safeguarding Children Board (WSCB). This places safeguarding at the centre of the Children's Trust's overall commitment to supporting children and families. WSCB 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 WSCB Business Plan is refreshed annually and is aligned with our Children and Young People's Plan.

Finance and Commissioning

The impact of the Government's deficit reduction programme is a reduction in public spending and less money for commissioning services across the partnership. In order to deliver our vision and priorities we need to ensure that we make efficient use of limited public resources. Through creativity and innovation the partnership continues to take all opportunities for greater budget co-ordination and new ways of working to enhance value for money for Wirral residents.

Our Joint Commissioning Group works to ensure continuous improvement of our practices. During the period of this plan we will further review and strengthen our commissioning approach in order to better target resources to effectively deliver our priorities and improve outcomes for children and young people. A full budget plan can be found in Appendix 3.

Equality and Diversity

An essential part of providing good-quality services is ensuring there is equal access for everybody. We have a commitment to contributing to a fairer society by ensuring that unlawful discrimination, harassment and victimisation is eliminated, equality of opportunity is advanced and good relations are fostered between different groups. Each year we review and refresh the equality impact assessment published alongside this plan. Our review indicates that we continue to take action to remove barriers to services and promote equality of opportunity. Our refreshed action plan is carefully monitored by Wirral Children's Trust Executive and through our strategy groups we will continue to make progress on areas identified in 2013-16.

In Conclusion

Writing this plan provides an opportunity to review our effectiveness and put things in place to make continuous improvement. It allows us to clearly focus our priorities to address local need and to ensure that children and young people are driving change with us. Despite the challenging times it provides an opportunity for all of us to work together and shape a positive future for all our children and young people and their families.

Our new priorities are set out in summary form on the following page which can be printed as a poster.



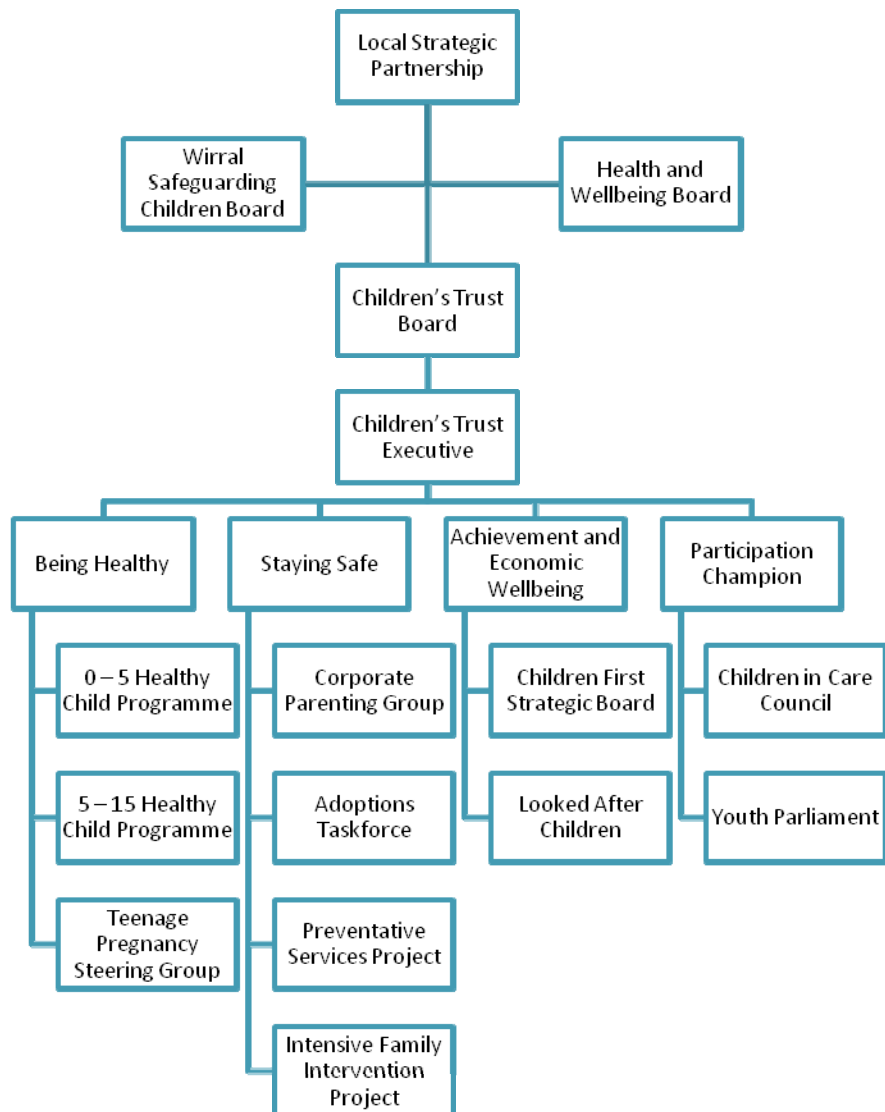
Wirral Children and Young People’s Plan 2013 – 2016

Our vision

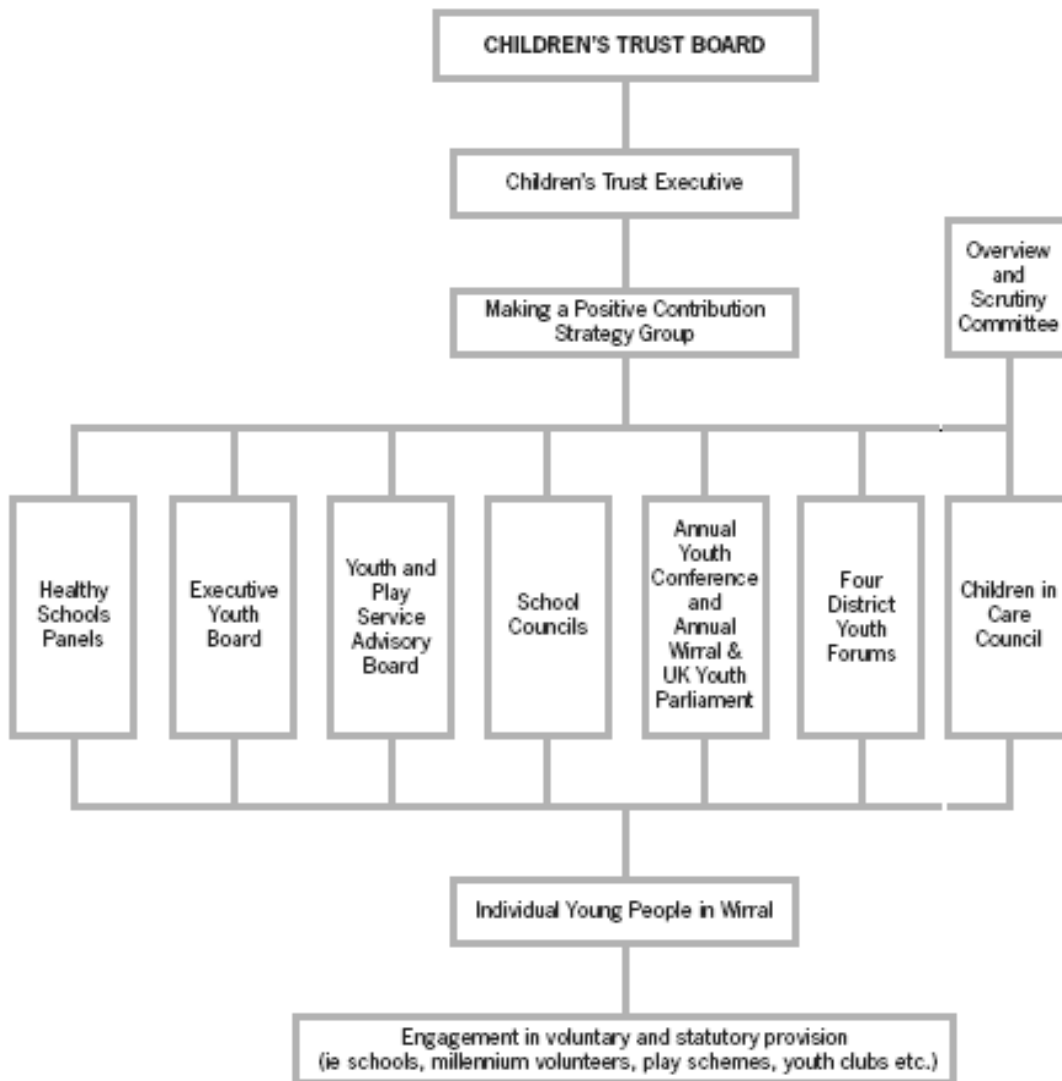
“To enable Wirral’s children, young people and families to access services quickly in order to be secure, healthy, have fun and achieve their full potential.”

Our Aims	We will support you to have the best possible start to life and to develop healthy lifestyle choices.	We will keep you safe from harm, in a family environment and where necessary support you at the earliest opportunity.	We will raise your aspirations and achievement, so you are equipped to enter adulthood and working life.	We will support those of you who need extra help to reach your potential and achieve well.	We will listen to your views to inform decisions that affect you.
Our Priorities	<p><i>Priority 1: From conception to age five Wirral Children have the best possible physical, social, emotional and psychological start in life.</i></p> <p><i>Priority 2: From 5 - 19 years, Wirral children and young people’s health and well being will continue to develop.</i></p>	<p><i>Priority 3: To support those children and young people who require extra help at the earliest opportunity.</i></p> <p><i>Priority 4: To improve outcomes for children and young people in need of protection.</i></p> <p><i>Priority 5: To improve outcomes for Children in Care and Care Leavers.</i></p>	<p><i>Priorities 6: To ensure that there is appropriate support and challenge to educational settings.</i></p> <p><i>Priority 7: To ensure children and young people across Wirral will have improved attainment levels and skills, to enable them to fulfil their aspirations.</i></p> <p><i>Priority 8: Effectively promote and enable participation and progression for all young people.</i></p>	<p><i>Priority 9: Improve the educational outcomes for vulnerable children and young people.</i></p> <p><i>Priority 10: Improve provision, choice and outcomes for children and young people with Special Educational Needs and/or Disabilities.</i></p>	<p><i>Priority 11: Enhance the involvement of children and young people in the decision making process.</i></p>
Will know we have made a difference	<p>Improved health and wellbeing, increase healthy life expectancy at birth, particularly in more disadvantaged communities.</p> <p>When more mothers, including young ones, choose to breastfeed their babies.</p> <p>We know more about young peoples’ mental and emotional health needs.</p> <p>More young people tell us that our services have made a difference.</p>	<p>There are fewer children that are in care, or in need of protection.</p> <p>Children and families have access to comprehensive and timely early help with problems that they may face.</p> <p>We continue to receive excellent feedback during inspections of our services.</p> <p>Children who are in care have timely adoptions and stable foster care placements.</p>	<p>All pupils enjoy access to good and outstanding local schools and achieve their academic potential.</p> <p>More young people are in education, employment or training.</p>	<p>The gap in attainment between those children eligible for free school meals and those that are not reduces.</p> <p>Children in care and those children, who have a statement of Special Educational Need, achieve their potential.</p>	<p>Children and young people feel involved in the decision making process.</p>

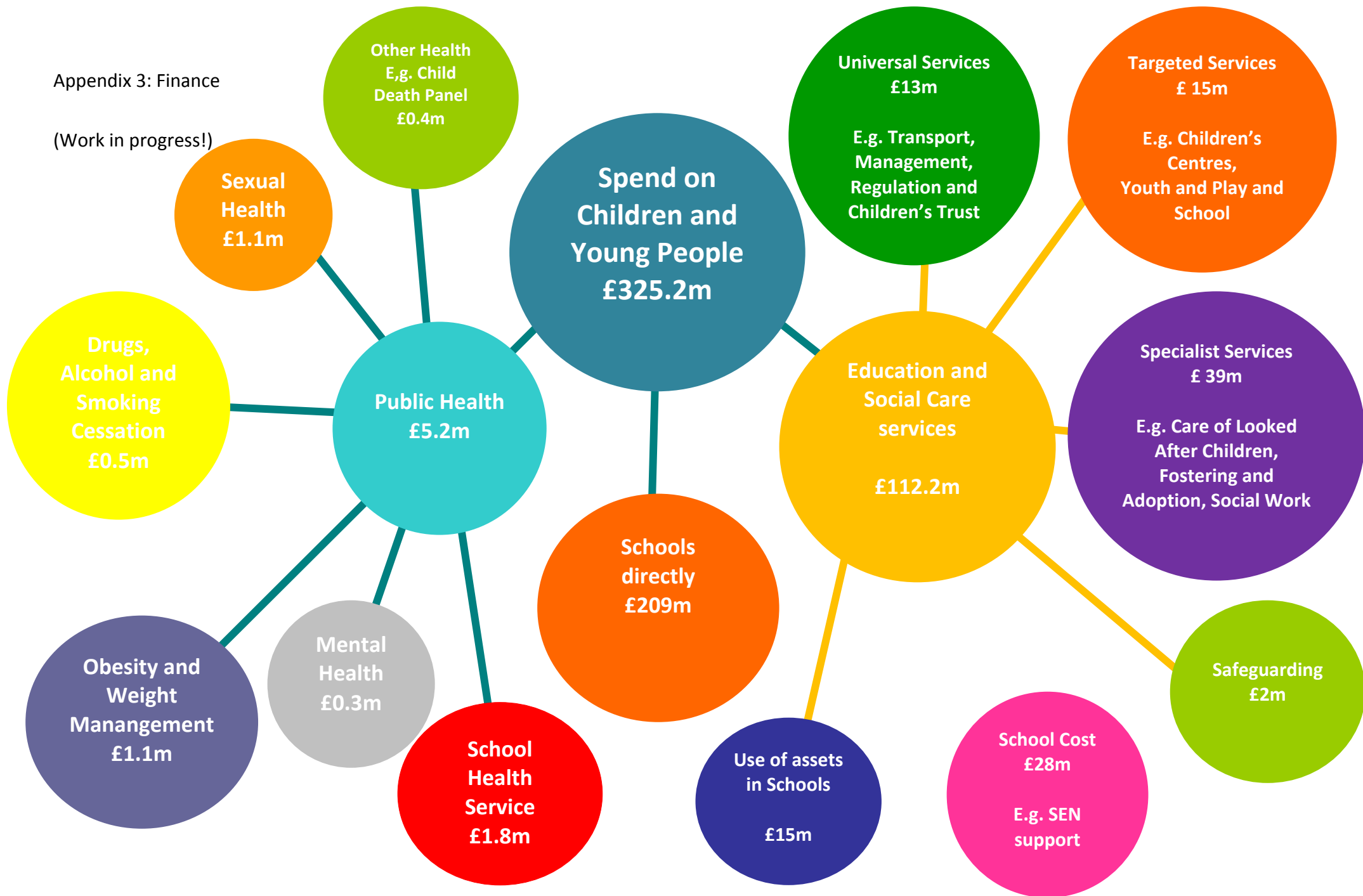
Appendix 1: The Structure of Wirral Children’s Trust and associated key groups



Appendix 2: Wirral Young People Engagement Structure



(Work in progress!)



Appendix 4: Performance Framework

Outcome Area 1: We will support you to have the best possible start to life and to develop healthy lifestyle choices.

Impact Indicator	2010/11	2011/12	2012/13	OfSTED Statistical Neighbours	All England	North West Region
PHOF 4.1 Infant Mortality	5.0	4.5	-	4.5 (2011)	4.3 (2011)	4.7 (2011)
PHOF 2.2 Breastfeeding at 6-8 weeks	31.2	29.9		31.5 (2011)	33.3 (2010)	46.9 (2011)
PHOF 4.2 Tooth decay in children under 5	-	-	1.05 (2007/08)	1.46	1.11	1.52
PHOF 1.2 School readiness	-	-	61 (2012)	61.2 (2012)	64 (2012)	62 (2012)
PHOF 2.6 Excess weight in reception year	25.0	24.5	24.7	23.4 (2012)	22.6 (2012)	23.2 (2012)
PHOF 2.6 Excess weight in Year 6	35.5	33.4	35.6	34.4 (2012)	33.9 (2012)	34.7 (2012)
PHOF 2.4 Under 18 conception rate per 1,000 females (aged 15 – 17)	44.0 (2009)	47.3 (2010)	34.6 (2011)	38.1 (2011)	30.7 (2011)	35.3 (2011)

Outcome Area 2: We will keep you safe from harm, in a family environment and where necessary support you at the earliest opportunity.

Impact Indicator	2010/11	2011/12	2012/13	OfSTED Statistical Neighbours	All England	North West Region
Looked after children rate per 10,000	102.0	100.0	100.1 (2013)	76.3 (2012)	59.0 (2012)	76.0 (2012)
Children in need rate per 10,000	445.1	429.7	407.7 (Dec 2012)	358.2 (2012)	325.7 (2012)	336.3 (2012)
Child Protection Plan rate per 10,000	43.4	55.0	40.6 (2013)	45.2 (2012)	37.8 (2012)	42.6 (2012)
Child Protection Plans lasting 2 years or more	1.8	3.5	4.0 (2013)	4.0 (2012)	5.6 (2012)	5.3 (2012)
Child Protection Plan second or subsequent time	17.6	18.6	17.6 (2013)	15.6 (2012)	13.8 (2012)	15.3 (2012)
Stability of foster placements – Number of moves	9.0	10.5	7.2 (2013)	10.8 (2012)	11.0 (2012)	9.3 (2011)
Stability of foster placement – Length of placement	59.8	70.0	73.7 (2013)	69.1 (2012)	68.0 (2012)	68.2 (2011)
Timeliness of adoptions	87.5	70.6	82.4 (2013)	69.9 (2011)	74.0 (2011)	65.3 (2011)
PHOF 1.11 Domestic Abuse (placeholder)						

Outcome Area 3: We will raise your aspiration and achievement, so that you are equipped to enter adulthood and working life.

Impact Indicator	2010/11	2011/12	2012/13	OfSTED Statistical Neighbours	All England	North West Region
% Pupils achieving 78 points across Early Years Foundation Profile	58.0	57.0	61.0	62.0 (2012)	64.0 (2012)	62.0 (2012)
% Pupils reaching expected level in Phonics decoding	-	-	54.0	57.2	58.0	58.0
% Pupils achieving KS2 level 4+ including English and maths	75.0	77.0	79.0	81.1 (2012)	79.0 (2012)	81.0 (2012)
Uncapped Average Point Score Key Stage 4	445.2	468.7	476.1	494.0	472.0	475.7
Percentage of Schools in Education Quality	-	94%	94%	-	-	-
% Pupils achieving 5 + A* to C GCSE grade including English and maths	58.7	64.1	65.4	58.5 (2012)	59.4 (2012)	58.9 (2012)
Total absence in Primary Schools	5.3	5.1	4.5	4.1 (2012)	4.4 (2012)	4.2 (2012)
% of offers of education or training to 16 and 17 year olds (September Guarantee)	93.0	91.6	94.3	93.1 (2012)	92.4 (2012)	93.8 (2012)
% of 16 – 18 year olds NEET	-	8.9	7.4 (2013)	8.5 (2012)	6.1 (2012)	7.1 (2012)

Outcome Area 4: We will support those of you who need extra help to achieve you potential and do well.

Impact Indicator	2010/11	2011/12	2012/13	OfSTED Statistical Neighbours	All England	North West Region
% Pupils reaching expected level in Phonics decoding (FSM)	-	-	41.0	43.1 (2012)	44.0 (2012)	44.0 (2012)
% Pupils achieving 78 points across Early Years Foundation Profile (Attainment gap)	27.6	29.9	28.0	30.8 (2012)	30.1 (2012)	30.7 (2012)
% Pupils achieving KS2 level 4+ including English and maths (FSM gap)	22.0	21.0	18.0	18.1 (2012)	17.0 (2012)	16.0 (2012)
% Pupils achieving 5 + A* to C GCSE grade including English and maths (FSM gap)	36.1	34.2	30.0	31.8 (2012)	26.4 (2012)	30.0 (2012)
% Statemented Pupils achieving KS2 level 4+ including English and maths	17.0	14.0	13.0	16.4 (2012)	17.0 (2012)	19.0 (2012)
% LAC Pupils achieving KS2 level 4+ including English and maths	48.0	60.0	48.0	61.8 (2012)	50.0 (2012)	53.0 (2012)
% LAC Pupils achieving 5 + A* to C GCSE grade including English and maths	7.8	10.9	12.0	15.2 (2012)	14.6 (2012)	15.9 (2012)
Attainment at Level 2 by aged 19 (FSM gap)	25.0	20.0	21.0	20.5 (2012)	17.0 (2012)	19.0 (2012)
Attainment at Level 3 by aged 19 (FSM gap)	36.0	36.0	34.0	27.1 (2012)	24.0 (2012)	28.0 (2012)
% Care Leavers that are EET	54.2	39.0	48.0	62.8 (2012)	58.0 (2012)	58.0 (2012)

Outcome Area 5: We will listen to your views to inform decision that affect you.

Impact Indicator	2010/11	2011/12	2012/13	OfSTED Statistical Neighbours	All England	North West Region
(More to be added here)						
% LAC participating in their reviews/HELP survey to be determined						

Glossary

Child & Adolescent Mental Health Services (CAMHS)	A range of services available which provide help and treatment to children and young people who are experiencing emotional or behavioural difficulties, or mental health problems, disorders and illnesses.
Child Protection Plan (CP Plan)	A child is subject to a child protection plan if they are considered to be at continuing risk of significant harm.
Children and young people	Generally refers to a person under the age of 18. Also includes any person aged 18, 19 or 20 whom a local authority has looked after at any time after attaining the age of 16, or who has a learning disability.
Children and Young People's Plan (CYPP)	The single, strategic, overarching plan for all services affecting children and young people.
Children in Care Council	Children in Care act as a reference group for the Council to scrutinise policy issues and other developments that will affect children in care. The Council has direct access to the Director of Children's Services and the Lead Member to discuss any issues affecting children in care.
Children in Need (CIN)	Children are deemed "in need" if they are unable to experience positive outcomes without interventionist services or support.
Children's Centre	Children's centres are developed in line with the needs of the local community so no one children's centre is the same. However, there is a core set of services they must provide, including, child and family health services, and advice on parenting, local childcare options and access to specialist services for families.
Children's Takeover Day	Children's Takeover Day is an opportunity for children from across the Liverpool City Region to shadow key figures in local government and business over an average day's work. The scheme encourages young people to get involved with decision-making and to aspire to become future leaders for their community.
Commissioning	Commissioning is about ensuring effective and efficient services are in place to meet the identified needs of communities and individuals. It involves the full process from needs assessment, planning, implementing, analysis and evaluation.
Early Years Foundation Stage Profile (EYFSP)	Early learning for 3-5 year olds.
Equality Impact Assessment (EIA)	An Equality Impact Assessment is a tool for identifying the potential impact of policies and services on the community. It is about ensuring needs are met and that equality is promoted.
Family Information Service (FIS)	A Family Information Service (FIS) provides a range of information on all services available to parents in the local area. FIS also hold up-to-date details of local childcare and early years provision.
Fischer Family Trust (FFT)	Fischer Family Trust, an Independent charity to support projects addressing educational development in the UK. It provides data and analyses for Local Authorities and schools in England and Wales.
Further education (FE)	Post-statutory education primarily for 16-19 year olds.
FSM	Free School Meals.
GCSE	General Certificate in Secondary Education.
Health and Wellbeing Board	Health and wellbeing boards are statutory bodies which were introduced as part of the NHS reforms outlined in the Health and Social Care Act 2012. The aim is to improve integrated working between agencies so that patients and service users experience more joined-up care. The boards are also responsible for leading locally on reducing health inequalities.
Health, Education and	A survey designed by Wirral Children's Services distributed to schools gaining the

Lifestyle Profile (HELP) survey	experiences and views of children and young people. Information is utilised to develop services and is provided back to the schools that take part.
Health Services in Schools (HSiS)	Health services hosted in Wirral secondary schools. Each school has a school nurse and a youth worker attending.
Healthy Start	A means tested national programme designed to provide qualifying families with access to milk products, vitamins and fruit and vegetables.
Intensive Family Intervention Programme (IFIP)	A government funded payment by results programme for Councils to work with and provide intervention to help 'Troubled Families' and reduce their impact on the community. 'Troubled Families' include those experiencing problems including crime/anti-social behaviour, school exclusion or truancy and living on benefits.
Joint Strategic Needs Assessment (JSNA)	Joint strategic needs assessments analyse the health and wellbeing needs of populations to inform and guide commissioning of health, well-being and social care services within local authority areas.
Key Stages (KS)	The age groups within which the educational progress of children is monitored through National Assessment Tests: KS1 (age 5-7), KS2 (age 7-11), KS4 (age 14-16). KS3 tests were discontinued in 2009.
Learning Difficulties and Disabilities (LDD)	Some children, young people or adults have learning difficulties and /or disabilities. Children with learning difficulties or disabilities have a wide variety of support and services available.
Level 2/Level 3 qualification	Level 2 qualifications refer to GCSEs at grades A*-C and equivalent vocational qualifications. Level 3 refers to A Levels and equivalent.
Local Strategic Partnership	The aim of the Local Strategic Partnership (LSP) to bring together the key organisations in a local area with the aim of delivering a better quality of life for local people.
Looked After Children (LAC) (also known as children in care)	Sometimes a child in need may be assessed as needing to becoming looked after/in care in order to provide them with better opportunities to meet the five ECM outcomes. This is either as part of a voluntary agreement with the child's parents, or via court order (in which case the local authority has parental responsibility). In most cases, it involves the child living away from home with foster carers or in a residential setting, as appropriate.
Multi-Agency Strategic Hub (MASH)	The aim of a MASH is to improve the safeguarding of children and outcomes for them through more effective information sharing and decision making across agencies.
Narrowing the Gap	Reducing the differences between different groups of children and young people in terms of achievement, opportunity and quality of life.
Needs assessment	An analysis of what children, young people and their families need in order to achieve good outcomes.
Not in education, employment or training (NEET)	Young people not in education, employment or training are at risk of further negative outcomes and as such, services aim to reduce the number of young people with this status.
OFSTED	OFSTED is the Office for Standards in Education, Children's Services and Skills. They regulate and inspect services, schools and settings to achieve excellence in the care of children and young people, and in education and skills for learners of all ages.
Outcome	An outcome is the end result which we are aiming towards.
Participation	Participation refers to the full and active involvement of children, young people and families in the development and improvement of services.
Performance Management	The set of processes adopted by an organisation to ensure it attains its key objectives and targets.
Personal Education Plan (PEP)	A plan for each Looked After Child designed to establish clear targets and actions to respond effectively to each child's needs and provide a continuous record of

	their achievements. They are also an opportunity to listen to children, record their hopes and worries and clearly show their stated aspirations.
Personal Health and Social Education (PHSE)	Part of the national curriculum in for schools.
Priorities	Priorities are the identified areas on which we will focus resource and effort. They are based on a number of key drivers and are agreed by the Children’s Trust.
Programme	A programme is made up of a specific set of projects (see below) identified by an organisation that together will deliver some defined objective, or set of objectives, for the organisation.
Project	A project is a temporary organisation that is needed to produce a unique and pre-defined outcome or result at a pre-specified time and using pre-determined resources.
September Guarantee	An offer, by the end of September for all 16- and 17-year-olds to be offered a suitable place in education or training, including in schools, colleges or work-based training.
Serious Case Reviews	Serous case reviews are conducted by the Wirral Safeguarding Children Board when a child dies, and abuse or neglect are known, or suspected to be a factor. The purpose of serious case reviews is to establish whether lessons can be learned from the case about the way local professionals and organisations work together to safeguard and promote the welfare of children, to act upon these lessons and as a consequence improve inter-agency working.
Special Educational Need (SEN)	A child with special educational need is one who will require something additional to or different from what is provided for other children of the same age in order to make progress. This may involve obtaining a statement of this need.
Special Educational Needs and Disability (SEND)	Some children and young people have both special educational needs and/or a disability.
Targeted Service	A service specifically targeted at individuals or groups requiring specialist support or intervention. The aim is to support children, young people and families for appropriate periods of time and then where possible to meet their need within universal provision.
Team Around the Child (TAC)	A team made up of professionals from across the children and young people’s workforce convened together to meet the needs of the child or young person.
Teen Wirral	Wirral Council’s website for young people aged 13 plus providing a range of information regarding youth activities and advice and support. http://www.teenwirral.com
Universal Service	Services designed to meet the needs of all children and young people.
Wirral Children’s Trust (WCT)	Wirral Children’s Trust refers to the partnership between organisations working with children, young people and their families. It includes statutory, voluntary community and faith agencies within the area.
Wirral Safeguarding Children Board (WSCB)	The Wirral safeguarding children board is a multi-agency partnership with the aim of safeguarding all children and protecting them from harm.
Youth Offending Service (YOS)	A Youth Offending Service (YOS) is a multi-agency team that is coordinated by a Local Authority, which is overseen by the Youth Justice Board. It deals with young offenders, sets up community services and reparation plans, and attempts to prevent youth recidivism and incarceration.