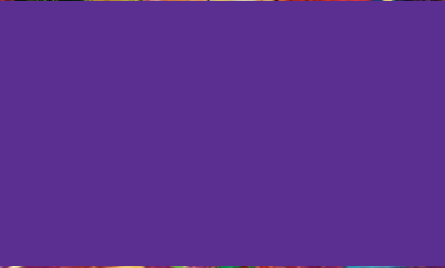
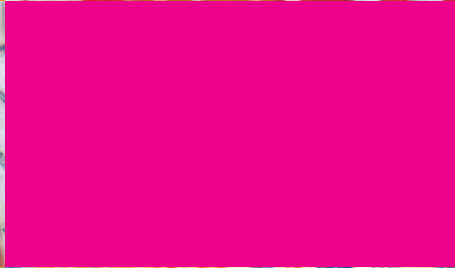
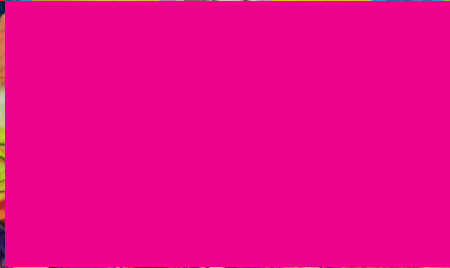
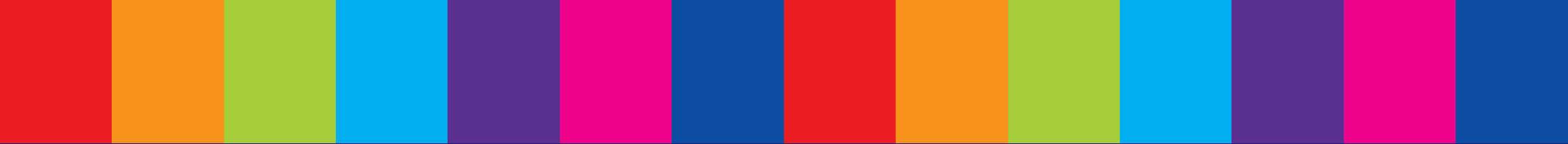




Dudley Children and Young People's Plan | 2009 2011

Putting children and young people first in Dudley







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This plan has been agreed by all organisations of Dudley Children's Trust executive board

Action for Children

Barnardos

Black Country Connexions
Partnership

Black Country Learning Skills
Council

DCVS
Representing local voluntary and
community sector

Dudley Community
Partnership

Dudley Council

Dudley Group of Hospitals

Dudley PCT

Halesowen College
Representing colleges in Dudley

Leasowes Community
College
Representing schools in Dudley

National Probation Service

Olive Hill Primary School
Representing schools in Dudley

West Midlands Fire Service

West Midlands Police

Introduction

Welcome to the Children and Young People's Plan 2009-2011. This version of the plan sets out to build upon our original document published in 2008. It sets out our vision for children and young people in Dudley and how we are going to achieve it. Since producing our first plan in 2006 we have continued to strengthen our partnership arrangements through the Children's Trust.

All of the partners in different public sector agencies and the voluntary and community sector are part of our Trust. The Trust provides and commissions services for children and young people. We are convinced that working together is by far the best way to make a real difference to the lives of children and young people.

We are committed to working in a more integrated way to improve outcomes for all children and young people through prevention and early intervention.

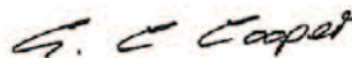
We also have a strong desire to narrow the gap between those who do well and those who need additional support to achieve their full potential. Involving children and young people in decision making, design and delivery of services is central to the way we work.

We have adopted the UN convention on the rights of the child and are in the process of developing standards through 'hear by right' to assess the levels of involvement and participation across services and programmes.

We have set out our priorities in this plan and aim to develop new ways of working and delivering services. A thorough understanding of the needs of children, young people and their families has been integral to the development of our plan. Children, young people and their families have told us through a variety of consultative processes what is most important to them.

Our priorities are intended to improve children and young people's health and well-being, keep them safe from harm, help them to enjoy and achieve, support them to make a positive contribution and help them and their families enjoy economic well-being.

We intend to improve the co-ordination of all of our resources, pooling resources when appropriate, and joining up our workforces so that children, young people and their families benefit from easier access to the services they need. We will build on existing good practice in Dudley, and elsewhere, delivering services in a more integrated way and changing service delivery to meet emerging needs.



Gill Cooper
Chair of Dudley Children's Trust executive board

About our children and young people in Dudley

The total population of Dudley from the 2007 mid year estimate was 305,400. Of this total, 74,100 were children and young people aged between 0 and 19. So, almost a quarter of the people in Dudley are children and young people

As the average age of the population rises, it is predicted that by 2028, the number of children and young people will have dropped to 68,600, or 22.4% of the overall population. (2003-based sub-national population projections)

Parts of the borough are in the 10% of most deprived areas in England, but Dudley also has pockets of considerable affluence and advantage. The number of children and young people living in deprived areas of the borough is in the region of 8,200 (Index of Multiple Deprivation 2007).

Population trends are as follows:

- The birth-rate has been on a downward trend since 1990 and is predicted to remain fairly level from 2005 up to 2020 (3,500 per annum)
- There are 67,196 dependent children and young people living in the borough, the majority of whom, 68.7%, live in a married couple family. 19.5% of all dependent children live in a lone parent family group. (2001 Census)
- 88.5% of children and young people living in the borough are white British. (2001 census)
- The age profile of the black and ethnic minority population is much younger than the white population, especially within the mixed categories. (2001 census)
- There are 10,087 children who have a learning difficulty or have a disability. Of these, 1,473 have a statement of special educational need. This of course only relates to children who go to school in the borough, some of which will cross from bordering authorities. Conversely not all children who live in the borough, go to school in the borough. (School Census dated 15th January 2009)
- There are approximately 2,170 children in need (those at risk and in need of support from specialist services, excluding those with disabilities or learning difficulties). (Children in Need Census 2009)
- The number of children in the care of the council was 557 in March 2009, with an upward trend. 70.6% of these are looked after by the council for reasons of neglect or abuse. In March 2009 58.3% of children on the child protection register had been placed there due to neglect
- 1,179 children and young people provide unpaid care to family members or friends. Of these, 20 come from the 5 – 7 age group. (Census 2001)

Our vision *“We want all children and young people in Dudley to be happy, healthy and fulfilled”*

We want our children to:

Be healthy - *To have the best possible start in life and be supported to be as healthy as possible*

To achieve this: we will encourage and promote healthy lifestyles for our children and young people. Families will be supported to ensure children grow up healthily. We will ensure the provision of preventative services is of the best possible quality, and make sure that action is taken where necessary, as early as possible.

Stay safe - *To feel safe and protected*

To achieve this: children and young people should be brought up in a safe and secure environment where they feel wanted and cared for, free from neglect, violence, abuse and harassment at home, at school and in the community. We will help children and young people to develop the confidence and resilience to seek help when they need it.

Enjoy and achieve - *To have the opportunity to fulfil their personal goals and ambitions*

To achieve this: children and young people will be encouraged and supported to achieve high standards, expectations and aspirations. We will enable and empower them to make informed choices about their future lives and achieve success.

Make a positive contribution - *To have the support and be able to take responsibility for playing a full part in the life of their local community*

To achieve this: children and young people will be listened to and have their views valued so that they can become confident, productive and independent adults. We will support them to develop the skills and self confidence to make informed choices and express their views about their community and society as a whole.

Achieve economic well-being - *Together with their families, be able to take advantage of high quality learning opportunities working towards jobs and increased incomes*

To achieve this: we will provide support so that children and young people can achieve their potential and use their talents to contribute to the prosperity of the borough.



Principles

Together, we will create the opportunities and environment to allow our children and young people to be healthy, successful and happy, valued and respected for the contribution they make to the life of the community in Dudley and beyond.

Together we adopt the following principles to guide all our work with children, young people and their families

1. We will protect children and young people from harm
2. No child should be disadvantaged by personal circumstances
3. We will enrich their lives
4. We will work to ensure that all services are delivered to meet the differing needs of individuals and specific groups
5. We will actively seek and listen to the views of children, young people and their families
6. We will recognise and support the essential contribution the voluntary and community sector make to the life of the borough
7. We will develop service delivery to focus on prevention and early intervention in the lives of children and young people and their families

Summary of evidence

How are we doing and what are our priorities for improvement?

External assessments of children's services in Dudley show that our services are universally "good" with some outstanding features, but there are areas in which we must improve.

Be healthy

What is going well:

- Health needs of looked after children are addressed well
- The section 31 pooled budget arrangements for children with disabilities placed outside of the borough are well developed and have a positive impact on outcomes for children and young people with disabilities
- Healthy lifestyles are promoted effectively through the healthy schools programme
- The early support programme is making good progress on implementing integrated processes for young children with disabilities
- There are high levels of participation in sport for under 16 year olds
- The quality of child and adolescent mental health services is effective
- We have effective services to both prevent and treat instances of substance misuse
- The Youth Offending Service is particularly effective with regards to mental health and substance misuse services

Stay safe

What is going well:

- Dudley Safeguarding Children Board is well established with good cooperation, contribution and participation from other agencies
- Multi agency common assessment training is being rolled out across all partner agencies and integrated services around children with additional needs are improving as a result
- The stability of placements for looked after children is good
- The local authority and schools have effective strategies to combat bullying amongst most groups of young people
- There are strong partnerships between the Police, Youth Offending Service and other partners which is resulting in more effective early intervention to prevent crime and anti-social behaviour amongst young people

Enjoy and achieve

What is going well:

- Overall results at the end of Key Stage 2 at level 4 have improved over the last four years and are now in line with the national average in English and above the national average in mathematics
- Results for Dudley over the past four years for 5+ A*-C including English and mathematics have improved at a faster rate than nationally (Dudley 5.8%, national 3%)
- Early years provision and nursery education provide a good basis for children's development
- Provision in all settings as judged by OfSTED is at least satisfactory with increasing prevalence of "good" and "outstanding" outcomes
- Parents have become more involved in their children's education through consultation and development of children's centres
- Dudley's play strategy has been recognised nationally as an example of good practice

Make a positive contribution

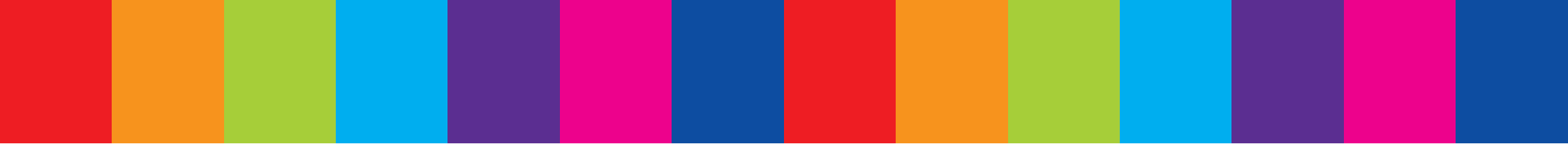
What is going well:

- There are a wealth of opportunities for children and young people to participate effectively in decision making and other activities
- Over 6,000 children and young people and over 50 organisations have been involved in the development of the play strategy
- Six young advisers have been recruited to support the assessment of service delivery and review
- Children and young people are increasingly involved in recruitment, selection and commissioning

Achieve economic well-being

What is going well:

- The proportion of young people completing Year 11 who continue in learning is increasing steadily
- Effective progress has been made towards introducing 14-19 diplomas
- Provision for vulnerable groups living in disadvantaged communities is good
- Partnership working between the local authority, the Learning and Skills Council and other stakeholders to prepare for the transfer of funding for post 16 education is good
- Achievement in work based learning is improving
- The proportion of students at age 19 achieving level 2 and 3 qualifications is moving closer to the national averages
- Dudley is in the top 25% of areas nationally for achievement on A level courses



Our priorities for 2009 to 2011 are as follows:

The Children and Young People's Plan has been written in the context of developing a Next Generation Local Area Agreement, the City Strategy for economic development, the Black Country Challenge for educational achievement, Dudley Community Strategy and the national Children's Plan.

This plan has a strong emphasis on early intervention and prevention, but also focuses on supporting and targeting work towards our more vulnerable and under performing groups. In particular it is concerned with improving all outcomes for children and young people with learning difficulties and disabilities and those children and young people who are in the care of the council. Furthermore it seeks to strengthen equality of opportunity by improving the outcomes achieved by underperforming groups, thereby narrowing any gaps which exist between Dudley children and young people and higher performing peers.

Our priorities for 2009 to 2011 are set out overleaf.

There are more detailed action plans to underpin each of these priorities.

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|--|---|--|---|
| 1. Support all children to be and feel safe | <p>We will achieve this by:</p> <p>Effective implementation of the priorities and principles of the Dudley Safeguarding Children Board throughout 2009-11</p> <p>Continuing to develop strong anti-bullying strategies across the Dudley Children's Trust [NGLAA PRIORITY]</p> <p>[08/09 Tellus Survey 47% Baseline 09/10 Target 45% 10/11 Target 43%]</p> | <p>Directorate of Children's Services, All</p> <p>Directorate of Children's Services, Schools, Colleges, Police, All</p> | <p>Dudley Safeguarding Children Board</p> <p>5 – 13 and 13 - 19</p> |
| 2. Raise standards and improve outcomes for children in care | <p>We will achieve this by:</p> <p>Providing support and challenge to all schools to make more effective provision for children in care throughout 2009-11</p> <p>Ensuring that an increased proportion of looked after children achieve at least one GCSE or equivalent pass</p> <p>[Proportion of looked after children gaining 1+ A*-G at GCSE or equivalent; baseline for Dudley 2007/08 was 45.7% target for 2008/09 is 72%; national average for 2007/08 was 57.3%]</p> <p>Consolidating and making more effective the arrangements for our virtual school for children in care throughout 2009-11</p> <p>Continuing the roll out of private tuition for children in care, involving more young people and securing real impact on attainment and progress throughout 2009-11</p> | <p>Directorate of Children's Services, schools, colleges</p> | <p>5 – 13 and 13 - 19</p> |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|--|---|---|------------------------------------|
| <p>3. Support children and young people to become and remain healthy</p> | <p>We will achieve this by:</p> <p>Assisting all schools and pupil referral units (PRUs) to maintain and enhance their healthy school status, with 50 achieving an additional locally accredited theme during 2009/2010</p> <p>Reducing teenage pregnancy rates [LPSA 2 priority]</p> <p>Baseline 264 (rate of 48.1 per 1000 girls aged 15-17) (2004) Target for 2009/2010 is 29.9</p> <p>Reducing the incidence of obesity amongst primary aged children by the time they reach Year 6 [NGLAA priority] Target 2008/09 is 23%, 2009/10 is 22.9%, 2010/11 is 22.7%</p> <p>Improving the rate of breast feeding within the borough so that it is equivalent to the average rate in benchmark group; [Dudley PCT proportion of mothers initiating breast feeding was 45.8% in 2005/06. Average in benchmark group was 71 %]</p> <p>Reducing the harm caused by alcohol and drugs</p> <p>Tellus survey results. Baseline 2008 is 12.8% reporting substance misuse. Targets 2008/09 is 12.8%, 2009/10 is 11.6%, 2010/11 is 10.4%</p> <p>Improving our services to promote the mental and emotional health of children and young people</p> <p>Increasing the uptake of measles, mumps and rubella vaccinations so that it is in line with statistical neighbours and national averages</p> <p>Increasing the accessibility of sexual health services for young people</p> <p>Reducing the rate of infant mortality</p> | <p>Primary Care Trust, Directorate of Children's Services, colleges and schools</p> | <p>0-5, 5 – 13 and 13 – 19</p> |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|---|---|---|---|
| 4. Support children and young people to enjoy growing up in Dudley and to acquire the skills to live successful lives | <p>We will achieve this by:</p> <p>Improving outcomes across the Foundation Stage</p> <p>Embedding the aims and principles of the play strategy throughout the borough during 2009-2011</p> <p>Developing strategies to work with young people to develop the range of opportunities available within Dudley for positive activities, recreation and enjoyment both within and beyond school</p> | All | Dudley Children's Trust executive board and joint commissioning board |
| 5. Support children, young people and families to make a positive contribution to their communities and the environment | <p>We will achieve this by:</p> <p>Increasing the proportion of children and young people registered on www.activemag.net reporting they have undertaken 25, 50, 100 and 200 hours or more formal volunteering in the previous 12 months [LPSA 2 priority]</p> <p>Supporting maintained school to develop travel plans promoting more sustainable forms of transport for school/home journeys [NGLAA priority]</p> <p>[Baseline 2006/07 children travelling to school by car was 37%. Target 08/09 is 35%; 09/10 is 34%; 10/11 is 37%]</p> <p>Reducing the rate of proven re offending amongst young people aged 10-17 (Current baseline 2005 cohort is 0.62. We are awaiting further guidance before setting any targets)</p> | <p>Dudley Council for Voluntary Services, Directorate of Children's Services, Dudley Community Partnership volunteering group</p> <p>Directorate of Children's Services, Police</p> | <p>5 – 13 and 13 – 19</p> <p>5 – 13 and 13 – 19</p> |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|--|---|---------------|--|
| <p>7. Continue to strengthen Dudley Children's Trust and joint commissioning. The Children's Trust executive board will provide effective leadership within the partnership.</p> | <p>We will achieve this by:</p> <p>Strengthening the identity and visibility of our Children's Trust by December 2009</p> <p>Further developing robust joint commissioning arrangements that have a positive impact on outcomes for young people by September 2009</p> <p>Ensuring that a Children's Trust group is identified to lead on each priority in the Children and Young People's Plan by September 2009</p> <p>Reviewing the structure of the Children's Trust and consolidating close working arrangements with Dudley Safeguarding Children's Board</p> <p>(http://safeguardingchildren.dudley.gov.uk) by September 2009</p> <p>Establishing and empowering a shadow Children's Trust board of children and young people by December 2009</p> <p>Reviewing all performance self assessments by December 2009</p> <p>Ensuring that detailed annual performance management reports on all key priorities are reported to the executive board, together with the provision of a routine quarterly progress summary from April 2009</p> <p>Agreeing a risk management process by September 2009</p> | <p>All</p> | <p>Dudley Children's Trust executive board and joint commissioning board</p> |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|--|---|--|--|
| <p>8. Produce an effective children's workforce development strategy, agreed by all partners, by December 2009</p> | <p>We will achieve this by:</p> <p>Further developing common core induction processes for practitioners by December 2009</p> <p>Increasing the effectiveness of multi-agency workforce development throughout 2009 and 2010</p> <p>Incorporating the theme of integrated workforce development activity into all the action plans of the Children's Trust by December 2009</p> | <p>All</p> | <p>Children's workforce development strategy board and integrated services board</p> |
| <p>9. Implement and monitor the impact of the parenting strategy on a quarterly basis from April 2009</p> | <p>We will achieve this by:</p> <p>Supporting parents and families to secure the five ECM outcomes for all children and young people throughout 2009-11</p> <p>Developing township based extended services that are easily accessible to parents throughout 2009-11</p> <p>Providing easy to understand information, advice and guidance about all aspects of parenting throughout 2009-11</p> <p>Adopting the "Think Family" approach, connecting together adult and children's services to best meet the needs of the whole family throughout 2009-11</p> <p>Reporting on performance to the executive board and integrated services board on a regular monthly basis from April 2009</p> | <p>Directorate of Children's Services, All</p> | <p>Integrated services board</p> |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|--|---|---|---------------------------------|
| 10. Develop the effectiveness of multi-agency working in localities. | <p>We will achieve this by:</p> <p>Supporting the voluntary and community sector to build capacity to deliver services as a part of a preventative approach throughout 2009-11</p> <p>Building on our extended schools, children's centres and integrated youth support programme throughout 2009-11</p> <p>Implementing our integrated information strategy based upon a comprehensive directory of children's services across the borough by September 2009</p> | Directorate of Children's Services, All | Integrated services board |
| 11. Embed and improve the effectiveness of the common assessment framework | <p>We will achieve this by:</p> <p>Supporting colleagues to undertake common assessments and effective team around the child arrangements</p> <p>Establishing clear and agreed guidance about when to undertake common assessments as part of a specific approach to early intervention and prevention by September 2009</p> <p>Fulfilling our role as an early adopter for the national electronic common assessment framework throughout 2009-10</p> | Directorate of Children's Services, All | Integrated services board |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|---|---|---|--|
| 12. Develop our integrated information strategy | <p>We will achieve this by:</p> <p>Securing compliance with all statutory requirements and guidance regarding the provision of information across the Children's Trust by September 2009</p> <p>Establishing a comprehensive directory of services for children and young people across the borough by September 2009</p> <p>Routinely enabling children, young people and families to inform and influence the development of the service directory</p> <p>Establishing a group stakeholders and users of the service directory to participate in the monitoring and future development of the service directory from May 2009</p> | Directorate of Children's Services, All | Integrated services board |
| 13. Narrow the gaps between the performance and outcomes achieved by under performing and under privileged groups in Dudley and the national average. | <p>We will achieve this by:</p> <p>Ensuring that strategies to improve outcomes achieved by specific groups are embedded in all action plans from September 2009</p> <p>Ensuring that equality impact assessments are routinely undertaken for all Children's Trust policy, guidance and planning documents</p> | Directorate of Children's Services, All | Integrated services board, Dudley Children's Trust executive board and joint commissioning board |

| priority | actions, timescales and targets | lead agencies | lead age related or theme group |
|--|---|---------------|---|
| <p>14. Increase the effectiveness of transition arrangements from children's to adult services</p> | <p>We will achieve this by;</p> <p>Agreeing a definition of "transition" and age parameters across all agencies by August 2009</p> <p>Completing the implementation of the multi agency transition protocol to ensure that it covers both universal services, and transition requirements for all vulnerable groups by December 2009</p> <p>Mapping current provision and identifying areas for future development by December 2009</p> <p>Using the protocol to inform the future commissioning of transition services</p> <p>Ensuring that all services are appropriate for young people by January 2010 e.g. young people with a disability should not have to access services designed for older people</p> | <p>All</p> | <p>Executive board, joint commissioning board and integrated services board</p> |



Managing our performance

This plan sets out the principles, direction and priorities for the Children's Trust. It does not detail all of the activities due to take place because these are to be found in the specific action plans for each priority.

Our plan is the conduit for all of the organisations engaged with the Children's Trust to focus their energies on meeting the five outcomes for children and young people.

Quarterly and annual performance management reports will be submitted to the executive board of the Trust.

The council's information management system, performance plus, is being used to performance manage the local area agreement and this system will contribute to the management of the Children's Plan. In this way there will be a correlation of performance management information and exception reporting both to the Dudley Community Partnership for the local area agreement and to the executive board of the Children's Trust.

Organisations jointly commissioned to provide services by the Children's Trust will have service level agreements which will contain agreed performance measures and targets.



Acknowledgements

Thanks to all partner agencies for their contributions in developing this plan.

Thanks to children and young people from Castle High School and Visual Arts College and partnership schools for creating and developing the artwork for the plan.

This document is available in large print or audio tape format on request.
If you require a translation of this publication in your own language please call 01384 812345



For more information on the Dudley Children's Trust go to:

www.dudleychildrenstrust.org.uk