



# Children and Young People's Plan: 2009 - 2012



BLACKPOOL  
CHILDREN'S TRUST



INVESTOR IN PEOPLE



---

*Building a better community for all*

# Foreword

As we come to the end of our first Children and Young People's Plan 2006 – 2009 we can look back over our many achievements, which have provided us with a solid foundation for continued improvement and we are positive about the future. These achievements have been realised through the commitment and dedication of all those working with children and young people in Blackpool. This second Children and Young People's Plan sets out the framework that will ensure the continuation and further development of this work.

But we also know that there is still much more to be done and we recognise that the next three years will be a very busy time for us all.

The Children and Young People's Plan 2009 – 2012 sets out Blackpool's ambitions for improvement over the next three years under each of the Every Child Matters outcomes – Be Healthy, Stay Safe, Enjoy and Achieve, Make a Positive Contribution and Achieve Economic Well-being.

We know that children and young people are the future of Blackpool and we want to enable them to achieve their potential and have healthy, safe, happy and prosperous lives. We recognise that supporting parents, carers and families is key to achieving this.

This Plan places a focus on disadvantaged children and their families and our commitment to improving their life chances because we recognise that children living in poverty or facing disadvantage are much less likely to reach their potential than other children.

This Plan comes into effect at a difficult time for the local and national economy. We will continue to monitor the consequences of the current economic downturn and strive to mitigate the impact on Blackpool's children and young people and their families.

This Plan does not include everything we do in our everyday work but focuses on those things that we think we can change for the better if we all work together. Together we can make a real difference.

Feedback from children, young people and their families and people who work with children and young people has helped to shape the new Plan and continues to influence our work in the future. We welcome and value your views and comments.



**Cllr Don Clapham BSC Hons**  
Cabinet Member for Children's  
Services and  
Chair of Blackpool Children's  
Trust

A handwritten signature in black ink that reads "Don Clapham".



**David Lund**  
Executive Director of  
Children's Services

A handwritten signature in black ink that reads "David Lund".



# Contents

## Contents

1. Introduction.....	1
2. Blackpool Children's Trust.....	2
3. Priorities.....	4
4. Children and Young People are Engaged In and Influence Decision Making – The Golden Thread .....	5
5. About Blackpool.....	6
7. Consultation.....	13
6. Needs Assessment.....	13
9. Be Healthy.....	15
8. Outcomes for Children and Young People .....	15
10. Stay Safe.....	19
11. Enjoy and Achieve .....	23
12. Make a Positive Contribution.....	29
13. Achieve Economic Wellbeing .....	33
14. Transforming Learning.....	37
15. Performance Management.....	39
16. Commissioning.....	41
17. Use of Resources.....	43
18. Workforce Strategy.....	45
19. Integrated Systems and Processes.....	46
20. Third Sector Engagement.....	49
21. Links to other strategies and plans.....	50
22. Appendix 1 – Key Action Examples.....	51

*Building a better community for all*

# 1. Introduction

The Children Act 2004 brought about a new era of planning and commissioning services for children and young people. Since then there has been a drive to improve outcomes for all children and young people and this approach has been supported by a number of key policy documents including Every Child Matters (2003), the National Service Framework for Children, Young People and Maternity Services (2004) and the Children's Plan – Building Brighter Futures (2007).

This Children and Young People's Plan 2009 – 2012 is the single, strategic, overarching plan for all services which affect children and young people in Blackpool. It puts the needs of children, young people and their families at the centre of everything we do.

## The Purpose of Blackpool's Children and Young People's Plan

The purpose of Blackpool's Children and Young People's Plan is to identify:

1. Our vision for the future of Blackpool's children and young people and the services needed to support them
2. The improvements that we want to make in outcomes for children and young people over the three year period 2009 to 2012
3. The strategic actions required to bring about these improvements
4. The way in which agencies providing services for children and young people will work together
5. How we will measure our success

This Plan aims to turn Blackpool Children's Trust's vision into reality by improving the way services are delivered to children, young people and their families and by addressing the needs and aspirations of children and young people in Blackpool.

This Plan takes account of local circumstances and helps drive forward better local integration of children's services and the development of the Trust by providing an overarching, strategic framework that will be used to support the development of operational planning within and between partner agencies.



*"Finally issues affecting children and young people are being recognised and dealt with, with the high level of accountability and strategic focus they have always lacked."*

## 2. Blackpool Children's Trust

Blackpool Children's Trust was launched in 2006 with a key aim to bring together the work of the statutory agencies and other key partners in Blackpool to improve outcomes for children and young people. The Trust has now established itself at the heart of services for children and young people.

The Trust aims to break down the barriers that can get in the way of helping children, young people and their families. This Plan is the key strategic document for the Trust



Blackpool Children's Trust is a sub group of the Local Strategic Partnership and this Plan takes account of, and supports the delivery of, Blackpool's Local Area Agreement, Sustainable Community Strategy and World Class Commissioning.

Blackpool Young People's Council have established their Shadow Board *Blackpool's Light* to monitor progress of this Plan and link to the work of the Trust.

The Trust is committed to safeguarding and promoting the welfare of all children and young people and Blackpool Local Safeguarding Children Board coordinates and ensures the effectiveness of their members in safeguarding and promoting the welfare of children and young people.

### *Our Vision*

All of the agencies in Blackpool Children's Trust will work in partnership to provide integrated, high quality services to children and young people. We will work together to improve outcomes for all children and young people and will close the gap in outcomes between those who do well and those who do not.

To achieve this vision we will focus on those outcomes that children themselves have identified as important to them and which the Government has embodied in the Children Act 2004.

**Be healthy** – enjoying good physical and mental health and living a healthy lifestyle;

**Stay safe** – being protected from harm and neglect and becoming able to look after themselves;

**Enjoy and achieve** – getting the most out of life and developing necessary skills for adulthood;

**Make a positive contribution** – to the community and to society and not engaging in antisocial or offensive behaviour;

**Achieve economic well-being** – not being prevented by economic disadvantage from achieving their full potential in life.

*"The one thing I know is it's you who can change it!"*

*Building a better community for all*

In order to improve these outcomes, all partners will:

- Develop a shared sense of responsibility to promote the welfare of children and young people, to safeguard them and protect them from harm.
- Focus on prevention and early intervention, preventing problems before they arise and acting early and effectively when they do.
- Reconfigure services around the child and family, providing accessible, integrated and jointly commissioned support that is flexible at the point of delivery.
- Listen to children, young people and their families and involve them in decision-making about services which affect their lives.
- Plan jointly.
- Value the diversity of children and young people and ensure that they are not discriminated against.
- Promote improved outcomes for parents as well as their children.
- Deliver effective systems for the identification, referral and assessment of vulnerable children and young people.
- Recognise that schools are uniquely placed to support children, young people and their families.



Blackpool Children's Trust recognises that to achieve its vision and make the necessary changes to the lives of children and young people we all need to play our part. This Plan will not make the difference it seeks without the support and commitment of all those who work with children and young people.

## 3. Priorities

This Plan contains ten priorities for improving outcomes for children and young people in Blackpool which have been endorsed by Blackpool Children's Trust. These priorities have been developed through needs assessment, joint planning processes and engagement and consultation undertaken with children and young people and people who work with children and young people.



Blackpool Children and Young People's Plan intends that Blackpool's children and young people should be enabled to:

### Be Healthy

1. Lead healthier lifestyles, particularly by maintaining a healthy weight, resisting substance and alcohol misuse and gaining in resilience through improved emotional well-being
2. Become increasingly mature with regard to sexual relationships, able to protect themselves, avoid teenage pregnancy and to resist exploitation

### Stay Safe

3. Be protected from maltreatment, neglect, violence and exploitation with particular reference to that resulting from domestic abuse and substance/alcohol misuse in families
4. Be safe from and choose not to engage in bullying, discrimination, crime and anti-social behaviour, both inside and outside school

### Enjoy and Achieve

5. Make good educational progress with a particular emphasis on mathematics and on overall performance for those in the Foundation Stage and in Key Stage 4
6. Overcome any barriers to achievement (especially for Looked After Children and those with complex needs) so as to be able to achieve more in line with their peers
7. Enjoy strong family support for their aspirations and achievement

### Make a Positive Contribution

8. Access wider opportunities locally which develop self esteem, self confidence and prepare young people for responsible adulthood

### Achieve Economic Well-being

9. Overcome the impact of poverty through effective partnership working which both addresses immediate needs and contributes to the wider economic regeneration of the town
10. Progress to educational achievement at levels 2 and 3, employment and/or training which enables them to become economically self-sufficient as young adults and future parents



Building a better community for all

## 4. Children and Young People are Engaged In and Influence Decision Making – The Golden Thread



Blackpool Children's Trust is fully committed to the active involvement of children and young people in decision making. Blackpool's Light, a sub group of Blackpool Young People's Council, has a scrutiny responsibility for the Children and Young People's Plan and they will hold the Priority Lead Officer accountable for the delivery of the 10 priorities.

The following principles will underpin the engagement of children and young people in each priority:

### Children and Young People are:

- Creators not just consumers
- Part of the communities and the neighbourhoods they live in
- Allowed the right to say what they think should happen when adults are making decisions about them and have their opinions taken into account
- Informed to have a distinctive understanding of the way their town, neighbourhoods and services work
- Able in partnership with others to contribute to developing better solutions to local issues and the regeneration of their neighbourhoods and town
- Consulted and engaged in creating better services
- Able to promote citizenship and are socially included
- Able to personally develop through their engagement

### In order to achieve these principles, children and young people should be:

- Consulted before services or activities are planned
- Given responsibility to run activities/sessions under the direction of adult workers
- Involved in decision making through influencing and planning activities

*"As a young person living in Blackpool I have been involved in designing and running consultation events for young people. I feel young people in Blackpool have had a huge input."*

## 5. About Blackpool

### Introduction

Blackpool is synonymous with fun and enjoyment. It is England's largest and most popular seaside resort with approximately 10 million visitors annually.

It is also the main retail, public administration, cultural and service centre for the wider Fylde coast (population estimated to be 328,800). Located in the North West of England, Blackpool covers 35 km<sup>2</sup> of land, with 11.2 km (seven miles) of sea front.

After a period of steady economic decline, Blackpool is a town in transition becoming renowned for its radical development and innovation. However, the town still faces significant challenges in the form of social and economic problems that impact on the lives of children, young people and their families.

Intensely urban and compact in form, Blackpool is characterised at its heart by the Resort Core, some 5km<sup>2</sup> containing the iconic Blackpool Tower, the three piers, the Winter Gardens, the town centre, the Golden Mile hosting an array of amusements and arcades, the ever popular Blackpool Pleasure Beach and the famous Illuminations, offering a rich and diverse cultural offer in its music, performing arts, entertainment, heritage and other varied leisure attractions.

"I like living  
in Blackpool  
because we have a  
beach and lots of  
entertainment."

Building a better community for all

## *Blackpool's Population*

Blackpool supports a resident population of around 142,500, which is the most densely populated borough in the North West. 2007 Mid-Year estimates show that 33,700 children and young people (0-19 year-olds) reside within the authority, an increase of 600 or 2% since the 2001 Census. The 0-19 population accounts for almost a quarter (24%) of the resident population, a proportion that is roughly in line with both regional and national averages.

For the whole population, birth rates are below the regional and national rates, and are outnumbered by the death rate. However the population is projected to increase in the future, highlighting the transient nature of Blackpool's population. There is a relatively low proportion of minority ethnic groups (1.6%) but above regional average of over 65 year-olds (19.1%).



## *Housing, Neighbourhoods & Environment*

The Resort Core also contains dense neighbourhoods of holiday guest houses and hotels supporting around 35,000 holiday bed spaces. Away from the seafront and the town centre, Blackpool is predominantly residential in character. Even within the Resort Core a large proportion of hotels and guest houses are domestic in scale and appearance and are permanent homes to hotel proprietors and their families as well as a temporary residence for visitors.

### Key Facts:

- Acute and accelerating housing market imbalance, driven by the declining trade in hotels and guest houses
- Nearly half of Blackpool's Houses in Multiple Occupation are in the 4 central wards which have:
  - A high proportion of housing benefits recipients housed in former holiday accommodation
  - Sub-standard housing conditions, promoting overcrowding in inner Blackpool, worsening persistent problems such as long-term ill health and child poverty
  - High levels of violent crime of which 52% is alcohol related and 16.9% is domestic abuse related
- The perception of crime remains high amongst residents, despite overall crime reducing by 6% in 2007, acquisitive crime reducing by almost one-third and criminal damage reducing by 15%
- Above the national average of first time entrants to the youth justice system and a higher number of young offenders re-offending
- In 2006/07 Blackpool recorded more incidents of antisocial behaviour than any other area in Lancashire
- Issues of cohesion focus on transience, and the role played by the private rented sector and its influence on the stability of communities
- Issue of street cleanliness has been prioritised by our citizen's environmental risks which, if not tackled, will become a threat to both current and future generations



*Building a better community for all*

## The Local Economy

Blackpool has a workforce of around 62,000 economically active people with an economy that is underpinned by tourism and the service sector. Small businesses predominate with only around 70 companies employing more than 70 people each. The town is also an important administrative centre, accommodating a number of large Government offices. Although there is no tradition of heavy industry, the town's small manufacturing sector includes local specialism in food and drink, and plastics.

### Key Facts:

- Reduced visitor numbers by some 2 million since 2002, a reduction in stay from 5 days to 2 days overall tourism related revenue between 2002/06;
- Low Gross Value Added (GVA) per head at 67% of the UK level (23rd poorest position in UK)
- The lowest average wage in the UK (earning £86 per week less than the North West average and £105 less than the national average) in a labour market characterised by seasonality and a low proportion of higher paid occupations
- High levels of worklessness (23% of the working age population claiming a work related benefit)
- Large numbers of residents claiming incapacity benefits, over 13% of all working age, the 14th highest proportion of claimants in the UK.
- The percentage of 19 year-olds achieving a level 2 qualification is 60%. This ranks Blackpool as 142nd out of 150 local authorities nationally. In terms of Level 3 qualifications, 35% of Blackpool 19 year-olds achieved this

*"Life is about dreams and hopes and wishes, if you work hard enough those dreams and those wishes can be true."*

## Migration / Mobility

Blackpool's resort profile, seasonal employment in the town's tourist industry and the large stock of low cost, privately rented accommodation contribute to high levels of population migration into and out of Blackpool, with a balance towards inward migration. As a result, the town experiences one of the highest levels of population mobility of children and young people in the country, presenting considerable challenges for agencies providing services to them and their families. For example, the annual turnover of pupils in some schools can be as high as 30 percent.



*1 Lower Layer Super Output Areas are small geographical units with a population of approximately 1,500 people.*

### *Social / Economic Deprivation*

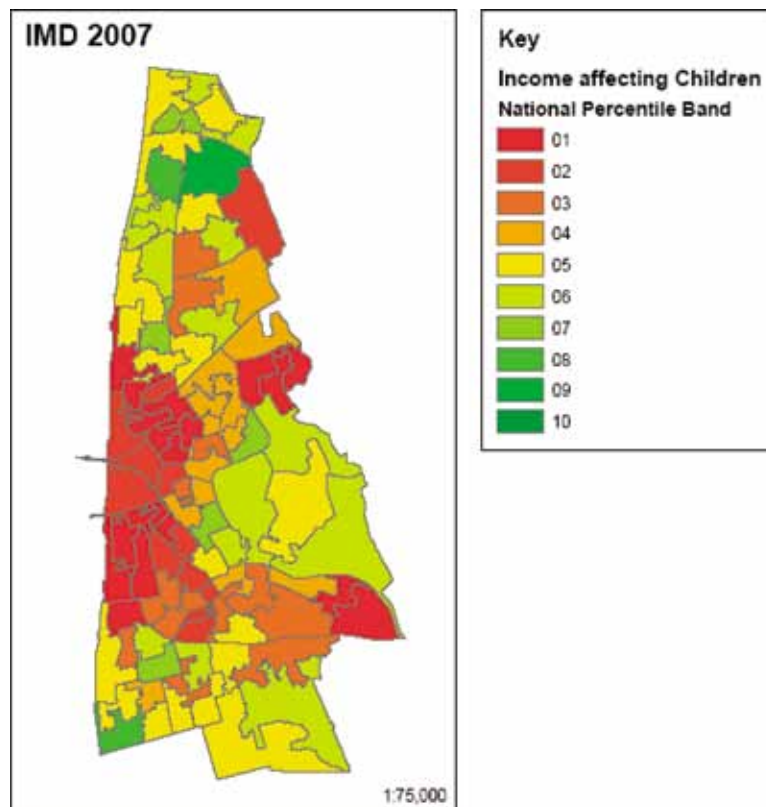
Many families who move to Blackpool are from socially and economically deprived backgrounds and often have a complex array of needs that require additional support from a range of service providers. It is recognised there are strong links between outcomes for children and young people and social and economic prosperity. There is, therefore, a need to have due cognisance to this fact when planning for children and young people in Blackpool.

Levels of social and economic deprivation within Blackpool are very high. The 2007 Index of multiple deprivation (IMD) highlights Blackpool as the 12th most deprived authority in England, putting the authority within the top 4 percent. This indicates a significant increase in deprivation levels since the 2004 Index, which ranked Blackpool as the 23rd most deprived authority.



The IMD has within it a number of sub-indexes, one of which is based around Income Deprivation Affecting Children, which shows that nearly 9,000 0-19 year-olds in Blackpool (or a quarter of all children and young people) live within the 20% most deprived areas in England. Geographically, this equates to almost 40% of Blackpool's area.

In terms of overall employment and income deprivation Blackpool is ranked within the 75 most deprived authorities in England (or most 20% deprived authorities). Again, within these scales deprivation levels have become significantly worse since 2004.



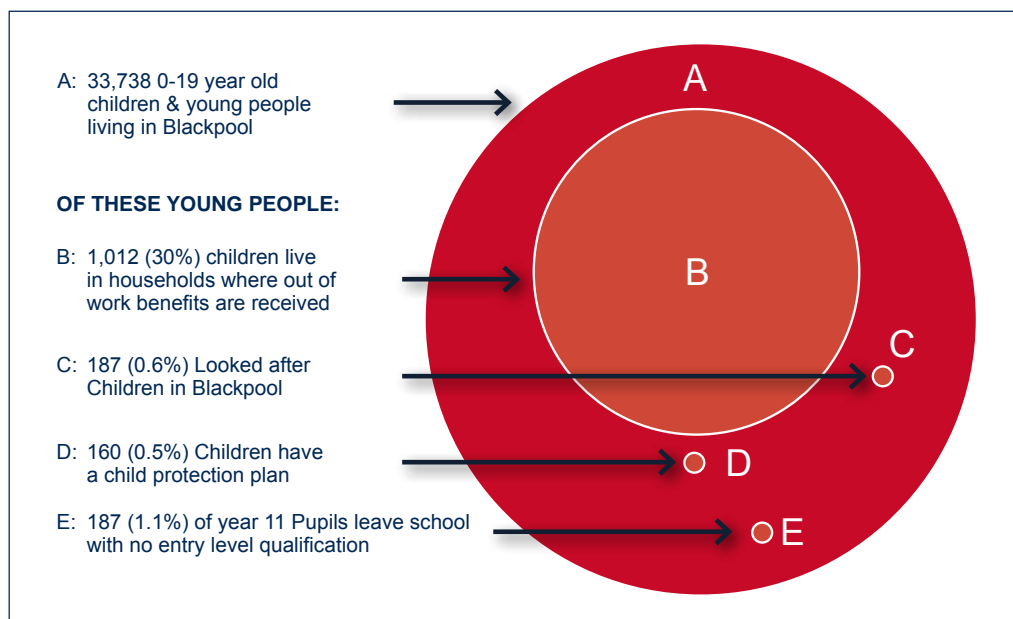
*Building a better community for all*

## Vulnerable Children in Blackpool

The diagram below illustrates the proportions of children and young people in Blackpool subject to varying levels of vulnerability. Almost one third (30%) of 0-19 year-olds live in households where out of work benefits are received.

Although cohorts of highly-vulnerable children and young people are low compared to the whole population, from December 2007 to December 2008, the number of looked after children rose by nearly 10%, and the number of children subject to a child protection plan increased by 34%.

*"I learnt life skills and how to be prepared for all obstacles that might stand in my way to get somewhere."  
(Reference to outdoor education)*



Children and young people have varying levels of need over different times in their life and therefore require different levels of support from the many services working with children, young people and their families. The locally agreed Children in Need model illustrates the four levels of need.



# Children in Need Model

## Level 4

### **Children at risk of significant harm / or has suffered abuse and for whom there is continued risk.**

Child in household where parents / carers have mental health, substance dependency or domestic abuse issues which put child at risk of significant harm. | Persons identified as posing a risk to child identified as living in the house. | The child's life is endangered. | There is evidence of serious or significant injury or illness. | The possibility of non-accidental injury. | Evidence of gross neglect. | Children who are persistently missing from home and who put themselves at significant risk. | Actually homeless and no housing agency able or willing to assist. | Unsanitary or dangerous home conditions. | Sexual exploitation and/or abuse. | Serious injury/harm/abuse to self or other. | Seriously challenging behaviour. | A child abandoned. | Life threatening drug abuse. | Trafficked child. | Risk of long-term psychological damage / deprivation. | Significant impairment of physical / emotional development. | Damaging history of separations. | Children at risk of forced marriage. | Children who abuse other children.

## Level 3

### **Children whose vulnerability is such that they are unlikely to reach or maintain a satisfactory level of health or development.**

#### **Level 3b**

Children with disabilities. | Children with high level needs whose parents, for whatever reason, are unable to meet those needs. | Children from families where there has been one serious or several significant instances of domestic violence. | Children where a CAF Action Plan has had no significant impact. | Children who have been subject to a CP Plan, or who have been previously looked after where there are new / further concerns. | Children with high level / unassessed needs whose parents have a history of non-engagement with services, or fail to recognise concerns of professionals. | Pregnant women where the safety of the unborn child might be compromised. | Children in families experiencing a crisis that is likely to result on a breakdown of care arrangements. | Persistent and serious offending. | Unaccompanied asylum seekers.

#### **Level 3a**

Children who are persistently going missing from home. | Children with a significant emotional and / or behavioural disorder. | Young carers. | Children with chronic absence from school. | Children in families without permanent accommodation. | Children with chronic ill health / terminal illness. | Children involved in substance misuse. | Child in households where parenting is compromised as a consequence of parental discord, mental health, substance misuse or domestic abuse, although child's needs are not at a high level. | Children and young people involved in acrimonious contact / residence disputes. | Children who are experiencing adverse effects from bullying.

## Level 2

### **Disadvantaged children who would benefit from extra help - to make the best life chances. Services operating at a preventative level.**

Parents unable to secure some aspects of health or development; poor health; poor school attendance. | Inappropriate age related behaviour, which is difficult to handle. | Inhibited / restricted development opportunities in own home and community. | Demands of caring for another person undermining aspects of health and development. | Poor standard of physical care or health causing concern; unhealthy diet; unsatisfactory accommodation. | Insufficient stimulation to achieve full potential; no opportunities to play with other children; experiencing difficulties in relationship with peers. | Scape-goating or victimisation causing emotional harm including continual / regular periods of stress, conflict, tension causing instability and insecurity in relationships; absence of appropriate stimulation. | Relationships strained; normal health and development constrained by environmental circumstances and/or limited play opportunities.

## Level 1

### **All children within the borough and who are routinely in receipt of community services. Assumes backdrop of universal Education and Health services.**

Building a better community for all

## 6. Needs Assessment

The ten priorities outlined in this Plan have been developed through a detailed review of our performance against our existing nine priorities and consideration of the views of children and young people and their families and those working with children and young people.

A more detailed needs assessment will sit as a separate document to this Plan, and this will be updated on an annual basis to feed into our joint commissioning and performance management processes.

The Children and Young People's Plan 2009 – 2012 Needs Assessment forms the children and young people's component of the Joint Strategic Needs Assessment (JSNA) carried out in partnership by NHS Blackpool and Blackpool Council.

BYPC are very happy to be involved with both the consultation and development of Blackpool's future young people services. It's great to see that young people's views are important and counted in Blackpool'.

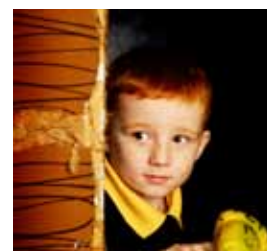
## 7. Consultation

The views of children and young people and their families and those who work with children and young people have been central to the development of this plan. More than 4,000 people were involved in consultation activities across Blackpool.

### Consulting Children and Young People

Blackpool's Light, the Children's Trust Shadow Board, held a large scale consultation day 'Splash' and 'Illumin8'. Through these events children and young people told us that they place an importance on:

1. A Happy Upbringing
  - Being cared for both inside and outside of the home
  - Enjoying time inside and out of school
  - Having Blackpool wide celebrations for children and young people
2. Being Safe
  - Not being bullied
  - Not being involved in or a victim of crime and anti social behaviour
  - Having a better earlier education on relationships and support for teenage parents
  - Having happy helpful workers
  - Improve my self esteem, confidence to give me a better outlook on life
3. Being Valued
  - Being treated equally and with respect
  - Having creative play environments indoors and outdoors
  - Having modern places to go and things to do
  - Being able to have a say in our town
  - To be encouraged to go into college training or employment
  - Being recognised for the hard work we do



*"BYPC has been very involved in consultation exercises about the children and young people's plan. BYPC and its youth members are continually involved in the development of Blackpool, long may it continue."*

### *Consulting Parent, Carers and Key Stakeholders*

A number of consultation events were held to ascertain the views of parents, carers and key stakeholders who work with children and young people on what the priorities should be for this Plan. Some of the issues parents, carers and key stakeholders told us they would like the Trust to focus on include:

- Supporting children of substance misusing parents
- Increase parental involvement and aspirations of parents
- Healthy weight / lifestyles
- More things to do, places to go
- Support for Vulnerable groups
- Support for those affected by poverty
- Earlier intervention
- More emphasis on bullying and the impact of bullying
- A focus on the importance of Adults / Role Models
- Improved life skills e.g. healthy eating and exercise
- Improved access to services
- Support for families who experience domestic abuse
- Development of 'parenting skills'
- The impact / management of transience
- More focus on school attendance, early years and transition
- Increased pride and cohesion in the town
- The immediate and long term impact of the current economic situation
- Barriers to learning



*Building a better community for all*

## 8. Outcomes for Children and Young People

This Plan sets out ten key priorities that Blackpool Children's Trust will focus on over the next three years. Each priority has a number of key actions that are critical to achieving the outcomes.

The actions included are not an exhaustive list of everything that will happen or contribute to the delivery of a particular outcome, rather they are some key milestones to achieving a successful outcome.

A number of key performance indicators will be used to monitor progress against each priority.

## 9. Be Healthy

Today's children grow into tomorrow's adults therefore the wellbeing of children and young people is paramount to achieving a healthy adult population. Being healthy is essential if children and young people are to get the best out of life and reach their full potential.

Social status and place of birth continue to be strongly associated with the health outcomes for children and young people. Children in low-income households, those living in single-parent families, children in care, teenage mothers, families where parents have low educational attainment, or families where parents are unemployed, are all more likely than their peers to suffer from health and wellbeing problems.

In Blackpool our major health issues place us within the worst 10 areas of the country for the majority of health problems including life expectancy and teenage pregnancy. Poor levels of health and low life expectancy significantly impact the lives of Blackpool's children and young people. Blackpool Children's Trust is committed to improving the physical, mental and emotional health and wellbeing of children and young people – for children who are in good health, those who are vulnerable to poor health outcomes, those who have a disability, as well as those who are ill.

*"The bike trails in Stanley Park are good and I like riding my bike on the promenade with my dad. He says it's part of keeping fit."*





### Blackpool's being healthy – what we know...

- Below average levels of mothers initiating breastfeeding
- Effectiveness of CAMHS services in line with statistical neighbours
- Slight increases in the level of obesity for reception and year 6 children
- 21 of Blackpool's schools have achieved healthy school status against the target of 23
- The proportion of young people with identified substance misuse needs who received specialist assessment within 5 days fluctuates against target and the number of young people receiving early intervention and treatment within 10 days has been static at 100%
- Blackpool is in the worst 10% in the North-West for Infant Mortality with 6.8 per 1000 live births (2004 – 2006)
- The highest percentage of mothers smoking during pregnancy in the North-West (73.1 per 1,000 females).
- Reduced rate of teenage conceptions by 25% from 2003, but still require a 49% reduction to meet the 2010 target. Health inequalities persist with some wards having rates 4 times the national figure
- Chlamydia screening figures are higher than the national and regional figures.
- Good sexual health services for young people, although need to review against You're Welcome criteria.
- Improved access to health information through on site services in schools and outreach.
- 2008/9 target for Long-Acting Reversible Contraception (LARC) has been met, however the number is declining.
- Under 16 conception rate higher than national, perception that young people becoming sexually active at a younger age and experience pressures to be sexually active from peers, partners and the media

*"The healthy dinners are quite good because they encourage a healthy diet. The cooks are friendly".*



*Building a better community for all*

## What children and young people told us about being healthy

- Children and young people want
  - to feel safe
  - to have self esteem
  - to feel confident and have good emotional health and wellbeing
- Children and young people say they worry about substance misuse
- There should be earlier and better sexual health and relationship education available both inside and outside of school - 'Instead of learning about the biological side of sex and relationships, learn about feelings and emotions side of relationships' and better sexual health services in schools
- The Buzz bus was highlighted as good, but young people felt it should be advertised better
- Identified the need to raise young peoples aspirations - 'Seeing the world rather than babysitting'
- The TellUs3 survey found that:
  - 7% of children and young people in Blackpool eat no fruit or vegetables each day compared to the national average of 4%
  - 13% of respondents said they have taken drugs and 40% said they have been drunk

*"Attending young people's conferences has given me the confidence to say what I think and feel."*





### *Our priorities for improvement*

#### **Priority 1: Children and young people should be enabled to lead healthier lifestyles, particularly by maintaining a healthy weight, resisting substance and alcohol misuse and gaining in resilience through improved emotional well-being.**

We will have achieved this when:

- All children with complex health needs have individual care plans to support co-ordinated health care
- Schools provide healthy environments and encourage children and young people to make healthy choices
- Services, support and advice are available for all families to enable them to access appropriate healthcare and help their children live healthy lives
- All children and young people can access child-friendly health services both in and out of school
- All children and young people achieve and maintain a healthy weight
- All new mums have access to support with breastfeeding
- Frontline health professionals have the skills and knowledge they need to deliver the Healthy Child Programme
- All children and young people who have mental health problems have access to timely, integrated, high quality assessment, treatment and support
- All children and young people identified as being at risk of substance and alcohol misuse have access to appropriate targeted intervention, treatment and support

#### **Priority 2: Children and young people should be enabled to become increasingly mature with regard to sexual relationships, able to protect themselves, avoid teenage pregnancy and to resist exploitation.**

We will have achieved this when:

- A fit for purpose workforce supports Blackpool's Children's Trust in delivering on Priority 2 of the Children's Plan
- Champions have a clear vision of shared commitment and responsibility across all elements and levels of the Strategy
- Parents are confident and informed
- Healthy young people routinely access local services
- Robust data informs service priorities and delivery, leading to improved outcomes for young people
- All children and young people identified as being at risk receive appropriate targeted interventions/ support
- All young people express an ambition and have the ability to take control of their future with the support of their friends and family
- All young people access a range of activities at times and places that meet their individual needs
- Young people choose healthy positive relationships
- Clear consistent messages with regard to sexual health are promoted and understood

### *How we will ensure that children and young people are engaged in and influence decision-making*

- Involve children and young people in interviews for key staff
- Further develop commissioning budgets for Blackpool Young People's Council Health Fund
- Hold regular consultative events, including consultation with those forums supporting minority groups e.g. Looked After Children, Young Carers, LGBT, Teenage Parents etc
- Involve children and young people in service design and evaluation
- Refer to outcomes of SHEU Survey, TELLUS4 and other relevant surveys

*Building a better community for all*

## 10. Stay safe

All children and young people are entitled to live safely within their family and the community. Where this is not possible they are entitled to be provided with an alternative family environment in which they can achieve their full potential.

Keeping children and young people safe is a priority, however, children also need to be able to learn, have new experiences and enjoy their childhoods. Some groups of children and young people, such as children living in deprived areas, children in care, and disabled children, are more vulnerable to harm than others.

*"Blackpool feels a safe place to be and the teachers in school are very protective of us."*

'Staying Safe' is a wide theme including child protection, family support, accident prevention, road safety, safe environments, community safety and crime prevention.

Keeping children and young people safe involves strong partnership working with agencies working closely together. Blackpool Local Safeguarding Children Board has powers and responsibilities to safeguard children and young people and improve outcomes for all.

### *Blackpool's Staying Safe - what we know...*

- The number of initial assessments undertaken by children's social care increased by 17% on the previous year.
- Decrease in the percentage of core assessments carried out within the timescales but an increase in contact numbers completed
- Improved performance in relation to children being subject to a Child Protection Plan for a second or subsequent time
- Continued positive performance in relation to Looked After Children reviews being held within timescales
- Continued positive performance in relation to Child Protection Plans lasting 2 years or more
- The success of the Domestic Violence Strategy, in raising awareness, has resulted in an increase of associated referrals to children's social care
- An analysis, of children subject to a Child Protection Plan, undertaken in 2008 identified that 73% lived in families where domestic abuse was an issue, 25% where parental drug misuse was an issue and 37% where parental alcohol misuse was an issue
- Whilst permanent exclusions have reduced year on year there remains the challenge of increasing the number of young people successfully provided for in the school setting
- The % rate of temporary exclusions for bullying and physical or verbal assault have fluctuated by only 0.14% over the last three years
- The data for first time entrants to the Youth Justice system, although provisional for 08/09, indicates a lower number than previous years. Services have now been re-configured and the preventative role for offending has moved from the Youth Offending Team to the Integrated Youth service
- The number of custodial sentences as a proportion of all court disposals came in under the target of 5% in 07/08. The success with this indicator is largely due to an efficient and effective Intensive Supervision and Surveillance Programme. A recent increase is accounted for by the small number of cases involved



## What children and young people told us about staying safe

- Young people want to be given factual and age appropriate information on domestic abuse
- Young people want to be safe
- Maintaining contact with their families is important to most children and young people
- Children and young people want professionals to be honest with them and not 'protect' them from the truth
- They want to be listened to and have their plans informed by their wishes
- In the Health Related Behaviour Survey in 2007, 25% of year 6 boys and 38% of year 6 girls reported that they felt afraid of going to school because of bullying at least 'sometimes'. At secondary age 32% of boys and 41% of girls reported that they felt afraid of going to school because of bullying at least 'sometimes'
- The TellUs 3 survey found that:
  - 6% of children and young people reported that they are bullied about once a week compared to 3% nationally
  - 52% of children and young people reported that they had never been bullied compared to 56% nationally
  - 87% of pupils said that they feel safe in school which is comparable to the national picture of 88%
  - 22% of pupils said that they feel a bit unsafe on public transport and 7% very unsafe. This compares to the national average of 22% and 5% respectively
- The Children and Young People's Conference 2008 highlighted that bullies affect their growth, although they do recognise that bullies may have been bullied themselves at some point. Some young people do not feel listened to by adults and feel that although schools have policies, sometimes nothing is resolved. Children and young people said that they would like sealed complaint boxes in schools.
- There is an acknowledgement that the majority of children and young people do not commit crimes however they recognise that a small amount of children and young people are perpetrators of crime. Many children and young people are victims of crime and it is felt important that both offenders and victims should receive support. Children and young people feel that sometimes they can be criminalised for example by devices such as mosquito alarms which most feel should be banned.



Building a better community for all

## *Our priorities for improvement*

### **Priority 3: Children and young people should be enabled to be protected from maltreatment, neglect, violence and exploitation with particular reference to that resulting from domestic abuse and substance / alcohol misuse in families**

We will have achieved this when:

- A skilled and suitably trained workforce supports the delivery of Priority 3 of the Children's Plan, particularly looking at strategies to recruit experienced social workers and social work managers
- Children, young people and carers identified as being in need of targeted support receive appropriate support following an assessment of need/risk
- Young people Looked After by the Council are supported and enabled to participate fully in planning for their care and their future
- Robust partnership working supports children and young people subject to a Child Protection Plan
- Children and families experiencing domestic abuse receive a prompt and holistic service leading to a reduction of re-referrals to children's social care as a result of domestic abuse
- Clear protocols support joint working with children and families in which drug/alcohol misuse and/or adult mental health compromises children's well being
- Robust systems and procedures ensure consistent responses to the needs of children and young people at risk of harm

*"Youth workers help young people turn their lives around."*

### **Priority 4: Children and young people should be enabled to be safe from and choose not to engage in bullying, discrimination, crime and anti-social behaviour, both inside and outside school**

We will have achieved this when:

- Children, young people and adults working with them treat each other with respect and accept difference
- Adults working with children and young people are confident, informed and effective in addressing discriminatory practice and behaviour and prejudice-based bullying
- A range of support and challenge mechanisms are available to children and young people to address issues relating to bullying, discrimination, offending and anti-social behaviour
- Children and young people know how to, and feel able to seek support and guidance from appropriate sources
- Children and young people at risk of offending and anti-social behaviour have a wide range of play opportunities and activities to engage in
- Staff working with children and young people employ a range of non-aversive approaches to resolving conflict that are focussed on repairing harm and restoring relationships
- Blackpool, including schools, community areas and transport, is a safe place for children and young people to live, work and hang out in
- Robust data informs service priorities and improvements in order to bring about improved outcomes for children and young people
- Effective information sharing between agencies identifies those individuals at particular risk of engaging in or being victims of bullying, discrimination, crime or anti-social behaviour i.e. those exposed to domestic abuse
- Children and young people are supported to make appropriate, healthy choices which impact positively on their behaviour



*How we will ensure that children and young people are engaged in and influence decision making*

- Involvement in all reviewing forums e.g. Looked After Children Reviews, Child Protection Reviews, and Corporate Parent Panel
- Involvement in service design and evaluation
- Lessons learned/feedback from children's advocates, reviews and conferences
- Regular consultative events including consultation with forums representing minority groups e.g. Children Looked After, Young Carers, and LGBT
- Consultation with Blackpool Children and Young People's Council and other established participation groups
- Liaison with Blackpool's representatives on the Northwest Young People's Anti-Bullying Alliance
- Analysis of outcomes of surveys such as SHEU and TellUs

*"We need to respect and care for our town and each other"*



*Building a better community for all*

# 11. Enjoy and Achieve

Gaining a good education is one of the most important ways for children and young people to maximize their potential. Children and young people gain self confidence, social development, well-being and a sense of achievement by taking part in high-quality academic, artistic, cultural, leisure and sporting activities both in and out of school.

Children and young people should be able to enjoy learning. Our schools are at the heart of our communities and are vital to securing achievement whilst parents have the greatest single impact on the educational achievement and aspirations of their children.

To ensure all children and young people reach their full potential and overcome barriers to success we need to focus on improving the educational achievement of those who may need additional support such as Looked After Children, those with complex needs, and those who receive education other than at school such as excluded pupils.

Even though educational outcomes for children and young people in Blackpool continue to improve, there is still much work to be done. Blackpool's 'Vision for Learning', developed in partnership with schools, focuses on creating independent learners who engage with learning and collaborate with others in their own school and virtually through the Virtual Learning Environment.

Parents are the primary care givers and educators of their children and as such are the single most important influence in their lives. We recognise the importance of parental influence on every child's life chances, and value our support services to parents at every stage of parenthood. 'Think Family' is our core philosophy and we are committed as a service to delivering support which is tailored to the needs of the family, with a strong focus on early support and intervention.

*"My youth worker helped me with changing schools...I am hoping to leave with some qualifications and my attendance is now 93%. It was 43% this time last year."*



## Blackpool's Enjoying and Achieving – what we know...



- Many children begin school well below national averages in terms of their personal and learning skills development, according to school Ofsted reports. There are higher numbers of children with Speech and Language and Communication difficulties than would be expected nationally. However, despite the low attainment on entry, children make good progress in Blackpool's primary schools, where the gap between lowest and highest performing children has narrowed by the end of the Foundation Stage and by the end of Key Stage 2 children achieve close to national averages
- Achievement at level 4 and above in both English and Maths at Key Stage 2 has steadily increased over the last three years and is now broadly in line with the national average. Standards in Mathematics in key stage 4 are lower than in English. It is proving difficult for Blackpool schools to recruit and retain specialist Maths teachers and subject leaders, which has had a negative impact on the continuity of learning in Maths
- Key Stage 4 achievement of 5+ A\*-C grades including English and Maths made a 5.4% improvement in the 2006 academic year results and has since remained at the 34% mark. Although the 2008/09 figures are 13% below the national average these are the highest results ever achieved by Blackpool schools. Blackpool's achievement of 5+ A\*-C grades has improved year on year – 2008 results are 12.8% higher than 2005 and, again, are the highest results achieved for Blackpool
- Secondary school persistent absence rate has remained around 10%
- The gap between the lowest achieving 20% in Early Years Foundation Stage in Blackpool with the rest of pupils is lower than it is nationally. From 2006 to 2008 the gap narrowed at more than double the national rate.
- Progress by two levels in English between Key Stage 1 and Key Stage 2 shows Blackpool's figures increased slightly by 1.2% over the last four years whereas national averages made a 5.6% increase from 2005 to 2007. National averages for Maths over the same period increased by 2.6%, whereas Blackpool's average over 4 years decreased by 1%
- Blackpool students who attend for less than 80% of lessons achieve significantly lower standards than all pupils. In 2008, the gap between pupils that attended less than 80% of lessons achieving 5 or more A\*-C GCSEs (or equivalent) and all pupils was 33.8 percentage points. Since 2006 this gap has increased significantly from 4 percentage points, although overall standards have continued to rise.
- Similarly, at Key Stage 2 the gap between pupils that attended less than 80% of lessons achieving a level 4 or higher in English and all pupils was 24.9 percentage points (2007 figures), a gap that is mirrored in Mathematics.
- Pupil mobility is high in Blackpool compared with national averages and this has a negative impact upon attainment at all key stages, but is especially significant in key stage 4 as many pupils arriving into years 10 and 11 have significant gaps in their learning
- The number of pupil exclusions has reduced considerably over the last three years



Building a better community for all

- The educational qualification of care leavers has remained mainly around the 50% mark. There has been a 4.6% decrease since 2004
- The percentage of children in care achieving 5 or more A\*-C GCSEs including English and Maths increased by 1% in 2008 on the previous year, whereas the percentage for all Blackpool pupils decreased by 0.1% for the same period. The percentage difference between the two cohorts has remained predominantly around the 20% mark for the last three years
- The 2008 percentage of children in care achieving Level 4 or above in both English and Maths at Key Stage 2 is at its highest, over the last 4 years and the percentage increase on the previous year is 20.7%. The percentage difference between children in care and all Blackpool pupils is 33.1% in 2008; in the previous year the difference was 50.8%.
- The gap between the percentage of children achieving at least 1 A\*-G grade for those registered at a PRU and all Blackpool children is, on average over the last three years, 18.8%. In 2007, there was only a 2% deficit for PRU cohort.
- The percentage of pupils registered at a PRU achieving 5 or more A\*-C grades has shown a 7% increase over the last two years, whereas the same percentage increase for all Blackpool pupils was 1.6%
- The demographics and levels of transience in Blackpool mean that many families do not have extended family members within the locality
- Blackpool has a significant proportion of lone parents claiming benefits (3.4%, highest in the North West Region and over 1% higher than national averages), parents with mental health issues, parents with substance misuse issues (47.8% of clients commencing a new treatment episode in 2008/09 was a parent) and children acting as young carers (105 children & young people accessing support services in Blackpool – April 2009)
- Many Blackpool parents have little or no personal experience of further or higher education (37.8% of 16-74 year-olds resident in Blackpool have no formal qualification, whereas 16.4% of the 16-74 year-old population achieved higher than a level 2 qualification)
- Blackpool's music service receives national recognition and is one of the best in the country. There are many opportunities for young people to perform in a wide variety of orchestras, choirs and musical groups.
- Blackpool is doing well in meeting the national requirement to offer five hours per week of quality PE and Sport. There are many opportunities for our young people to participate in a wide variety of sporting events across Blackpool, nationally and internationally.

*"The schools have good services and, when you hurt yourself, you don't just get one person helping you."*



*“Blackpool Young People Services help young people to gain confidence”*

## *What children and young people told us about enjoying and achieving*

- The TellUs3 survey found that:
  - 11% of children and young people said that they always enjoyed school – above the national average of 8%. Likewise, 27% of children and young people said they always learn a lot at school – compared to the national average of 23%.
  - Children and young people said the things they felt might help them to do better in school included:
    - More fun / interesting lessons (79%)
    - More help from teachers (40%)
    - A quieter / better behaved class or group (37%)
    - Smaller classes / groups (37%)
  - 70% of respondents felt that it was easy to get help with work at school when needed
  - 61% of children and young people felt their views are listened to in the running of their school
- Splash & Illumin8, Children and Young People’s Conference 2008, found that:
  - Enjoying time inside and out of school – comments were made about classes being made more fun as ‘learning is brilliant’ and ‘should be a fun, active experience’
  - Having happy helpful workers – ‘we learn better from workers when they are happy, enthusiastic and knowledgeable about their jobs’
  - A happy upbringing -not just being cared for but also cared about.” If no-one cares for you, you will run away and be really vulnerable”
  - Spending time with parents, carers and friends
  - Being encouraged by adults and peers and being able to do the same in return, to give them a better outlook on life “having strong self-esteem helps you to achieve more with belief”
  - Equality and respect and their view that, as a society, we should “champion the underdog”, celebrate difference and demonstrate tolerance
  - Their future and the need for children and young people to be informed about possibilities earlier in their lives
  - Earlier relationship education both inside and outside of school



*Building a better community for all*

## *Our priorities for improvement*

### **Priority 5: Children and young people should be enabled to make good educational progress with a particular emphasis on mathematics and on overall performance for those in the Foundation Stage and in Key Stage 4**

We will have achieved this when:

- All adults take responsibility for leading and supporting learning in school
- All children access and make good use of Blackpool's Virtual Learning Environment to develop collaborative learning
- Parents and teachers demonstrate that they value education and children feel welcomed in school
- All children develop independent living skills
- All children make their expected rate of progress in both primary and secondary school
- Children succeed in secondary mathematics in line with their other subjects
- Children are better able to communicate, particularly in the Early Years Foundation Stage

*"You can make your dreams a reality if you really believe in your self and your friends."*

### **Priority 6: Children and young people should be enabled to overcome any barriers to achievement (especially for Looked After Children and those with complex needs) so as to be able to achieve more in line with their peers**

We will have achieved this when:

- All children and young people attend regularly and enjoy school
- All adults take responsibility for securing good school attendance
- All children make their expected rate of progress
- Looked After Children have the same opportunities to enjoy and achieve as their peers
- All children succeed in secondary mathematics in line with their other subjects



## Priority 7: Children and young people should be enabled to enjoy strong family support for their aspirations and achievement

We will have achieved this when:

- Parents strategically engage in shaping the delivery of family support, parenting and the commissioning of wider services through their involvement in a range of consultative networks
- Parents are confident and able to carry out their parenting role in a warm, positive and suitably assertive manner
- Parents work in partnership with their child's school to realise each child's potential and extend their aspirations and achievement
- High quality universal support, in the form of advice and guidance, is available and accessible to all parents and consistently provided by all services
- Specialised and targeted support is available within localities to meet the needs of families facing additional difficulties
- Support for families is integrated, coherent and planned in conjunction with family members
- Settings and services actively engage with parents about their child's education, health and well-being, enabling work done both inside and outside the home to be part of a coherent plan
- Families are able to support an effective balance of home, work and family life
- Parents are empowered in their role as principal carer and educator for their children with access to peer support, buddying, befriending and advice from experienced parents and grandparents through established parental networks

*How we will ensure that children and young people are engaged in and influence decision making*

- Regular consultative events, including consultation with those forums supporting minority groups e.g. Looked After Children, Young Carers, LGBT, Teenage Parents etc
- Young people's involvement in service design and evaluation
- Reference to outcomes of SHEU Survey, TELLUS4 and other relevant surveys



*Building a better community for all*

## 12. Make a Positive Contribution

Children and young people of all ages and backgrounds have a positive contribution to make to Blackpool. With support from parents, carers and the wider community they can develop an understanding of their rights and responsibilities, develop positive behaviours and views of themselves and others, and have the confidence and opportunities to actively participate in decisions which affect them as individuals and the community where they live, learn, work, play and grow up. Children and young people make an enormous contribution to the life of this town.

The vast majority of children and young people behave well both in and out of school. They are more likely to understand respect and show improvement in behaviour if they are themselves respected and are able to see change through having their voice heard. Giving encouragement and having opportunities to be involved in decisions affecting their lives now and in the future will support them in valuing the places they live and gaining an appreciation through active citizenship for the people around them.

Children and young people are supported in rejecting anti-social and offending behaviour through a range of preventative initiatives targeted at those who may be at risk, and through dedicated programmes for young offenders to reduce the risk of re-offending.

Some children and young people face additional challenges in making the most of opportunities through personal, family or social circumstances, which may lead to social isolation. We need to provide packages of support tailored to individual circumstances to prevent this.

*"There are lots of things to do like football and rugby clubs and netball. I can even go horse riding in Blackpool!"*



### *Blackpool's Positive Contribution – what we know...*

- The Access and Participation Unit within Blackpool Young People Services won Council of the Year 2006 for engagement of young people and runner up in both the 2007 and 2008 awards
- Blackpool Young People's Council website has had over 250,000 hits since 26th July 2007
- Blackpool Young People's Council has held a number of consultation events including Diversity Fortnight (3,000 young people reached) and the Soap Box Challenge (630 young people engaged).
- The percentage of Looked After Children who participated in reviews increased to well above the national and statistical neighbours' averages of 87% and 89% respectively
- There has been an increase in the number of youth forums with the 50% target exceeded
- In 2008, 705 young people engaged as grant leaders in applications to the Youth Opportunity Fund and 14,553 young people were recipients of a YOF funded project
- 2678 children and young people voted in the 2008 local UK Youth Parliament election rising to 3398 voters in 2009
- Over 100 professionals are now trained in the Hear By Rights standards
- Blackpool Young People Services has continued to support children and young people with:
  - 25% of the target population being reached
  - 15% of the target population as participants
  - 60% of participants gaining a recorded outcome
- In 2008, following an audit of need and provision, Blackpool Childrens Trust approved the 5 year aspiration to develop 3 Youth Hub Centres across Blackpool



*Building a better community for all*

## What children and young people told us about making a positive contribution

- Over 1000 young people were consulted in 2008 on activities they prefer. The most important were:
  - Leisure and Sport 70%
  - Arts/Music 65%
  - Outdoor Education at 62%
- Having creative play environments indoors and outdoors – Children and young people highlighted that play is important and that we should be using natural resources such as the beaches and parks more. 'Play areas need to be colourful and easy to get to'.
- Having modern places to go and things to do – Children and young people highlighted that they need up to date places to go. They also need to be accessible and easy to get to, should offer 'evening courses and have modern facilities', 'where we can meet friends'
- The TellUs 3 survey found that
  - Of young people in Year 10 asked "In the last 4 weeks have you participated in any group activity led by an adult outside school lessons (such as sports, arts or a youth group)", 63% of young people in Blackpool answered yes to this question which is below the North West average of 67% and the national average of 69%
  - Young People were asked about the types of activities they had engaged in. Youth club, arts and music participation is similar to the national average but participation in sports clubs and classes and the gym is lower than the national average



*"I learned how to work in a team with some people whom I didn't know. It gave me more confidence in myself."*



### *Our priorities for improvement*

#### **Priority 8: Children and young people should be enabled to access wider opportunities locally which develop self esteem, self confidence and prepare young people for responsible adulthood**

We will have achieved this when:

- All young people understand the local offer on things to do and places to go
- All young people have universal access to activities
- Vulnerable young people are able to access activities through support
- All relevant partners contribute to providing activities
- Young people participate in activities in both Youth Hub centres and smaller centres
- Robust data informs the targeting of resources to ensure activities are provided when and where they are needed
- Young people who need it access information, advice and guidance to make best use of opportunities in their personal development

### *How we will ensure that children and young people are engaged in and influence decision making*

- A sub group of Blackpool Young People's Council will provide scrutiny and support
- Young people will be involved in commissioning, designing and delivering activities and places to go
- Participation in and analysis of the TellUs 4 survey in 2009



*Building a better community for all*

## 13. Achieve Economic Wellbeing

Blackpool like other seaside towns is a magnet for benefit tourists, fuelled by the availability of low cost private rented accommodation, often converted from surplus holiday accommodation. The quality of some private housing stock and the lack of security of tenure mean that some families experience a lack of stability due to several house moves. This impacts on schooling, childcare and any community links the family may have made which can lead to social isolation.

Providing suitable and sustainable housing for families, young people leaving care and other vulnerable young people is crucial to support their ability to access and maintain employment, education or training, and secure better prospects.

A significant factor that ensures that children and young people do not live in poverty is that both they and their families are prepared for and supported to work. Accessible and affordable childcare not only provides essential early learning and socialisation for children but also opens opportunities for parents to find and participate in education, employment or training.

Young people need to be well prepared for working life, provided with the skills, knowledge and attributes to succeed. They need to gain both academic and vocational skills and qualifications, setting them on a career pathway leading to future success and prosperity. Increasing participation in further and higher education is key to improving individual and community prosperity.





*"If Blackpool young people services were not around, then there would be more young people hanging around on the streets with nothing positive to do"*

*"I learned new skills such as teamwork and I had a lot of fun. It also let me unwind and get along with more people."*

### *Blackpool's Economic Well-being – what we know...*

- Levels of social and economic deprivation within Blackpool are very high. The 2007 Index of multiple deprivation (IMD) highlights Blackpool as the 12th most deprived authority in England, putting the authority within the top 4%. This indicates a significant increase in deprivation levels since the 2004 Index, which ranked Blackpool as the 23rd most deprived authority.
- The median weekly wage in Blackpool is approximately £100 less than national averages, and is the lowest of all North West local authorities.
- Although 27.5% (2007) of Blackpool's children live in households where parents are claiming working age benefits (equivalent to 7,405 children) many families in Blackpool fall below the 60% median income poverty line, despite one or more parents being in work.
- Only 23% of in-work families benefit from the childcare element of working tax credits
- The percentage of children in Blackpool living in households claiming workless benefits in 2007 was almost 8% higher than the national figure, and was the highest figure in the North West Region. Since 2008 the Blackpool figure has decreased by 1%, roughly half of the national decrease.
- The percentage of 16 to 18 year olds who are not in Education, Employment or Training (NEET) in Blackpool, despite being higher than national and statistical neighbour averages, have shown a steady decline over the last 4 years. Although measured annually, quarterly figures show a fluctuating, cyclonic pattern.
- In 2007/08 the percentage of care leavers in employment, education or training showed a decrease of 22.6% from 2005/06. However, the latest quarterly figures for 2008/09 show percentages have significantly increased within the 2008/09 financial year.
- The percentage of Blackpool 16-18 year-olds participating in learning continues to increase year on year. This trend is mirrored by the percentage of 16-19 year-old mothers in education, employment or training, although rates are currently well below (23.0%) the target of 60.0% by 2010.
- After a decrease in 2006/07, the percentage of 18 and 19 year olds in Higher Education has improved by 1.6% over the last 2 years.
- Figures show that in 2006/07 the percentage of 19 year-olds achieving a level 2 qualification was 60%. This ranks Blackpool as 142nd out of 150 local authorities in England. The figure also indicates a decrease of 1% from 2005/06, although it has risen by 6% from 2003/04.
- In terms of Level 3 qualifications, 35% of Blackpool 19 year-olds achieved this in 2006/07, ranking Blackpool 135th (out of 150) in England. This indicator has shown an increase of 4% since 2003/04, although is now only at the same level as it was in 2004/05.

*Building a better community for all*

## What children and young people have told us about achieving economic well-being

- Poverty can make barriers that stop children and young people doing well at schools – not good for the future.
- Give young people aspirations and show them that anyone can get out of poverty, everyone can achieve their aims and access higher education.
- Need to reduce the amount of homeless young people
- Children and young people want to be:
  - Encouraged to go into college, training or employment – children and young people highlighted that their future is important and that to raise the aspirations of children and young people we should inform them earlier about the possibilities in life. 'EMA is a good idea' 'Speakers should come to school to talk about our possibilities'.
  - Recognised for the hard work they do – children and young people highlighted that we should always recognise them for the positive stuff they do. 'If you got told what you did was good you would do it more and even better'.
- TellUs3 survey found that:
  - 71% of children and young people think their local area is a good place to live in
  - Only 45% of respondents hoped to go to university when they left school compared to a national average of 54%
  - When asked 'What do you think of the information and help you get to plan your future? For example help from a teacher or careers advisor to choose subject options and think about jobs and careers'
- 29% said 'its good enough'
- 42% said 'need a little more'
- 17% said 'need a lot more'
- 12% said 'don't know what there is'
  - The things most likely to make the area a better place to live included cleaner and less litter (59%), better activities for children and young people (48%) and safer area or less crime (48%)

*"Last year I was in a real mess – today I have a future and this is because I was supported by youth workers."*



### *Our priorities for improvement*

#### **Priority 9: Children and young people should be enabled to overcome the impact of poverty through effective partnership working which both addresses immediate needs and contributes to the wider economic regeneration of the town**

We will have achieved this when:

- Child poverty in Blackpool is eradicated
- High quality childcare is provided to all those families who are eligible
- All families live in affordable quality housing where they are safe and secure
- Unemployed parents are supported to find work and increase their income
- Eligible people in low income households take up available benefits and tax credits

#### **Priority 10: Children and young people should be enabled to progress to educational achievement at levels 2 and 3, employment and/or training which enables them to become economically self-sufficient as young adults and future parents**

We will have achieved this when:

- Young people are well prepared for work and able to achieve their potential
- Young people have access to and are supported to participate in post-16 learning
- All 14-19 year olds have a good understanding of employment opportunities through additional work related learning and enterprise activities
- Skill levels meet learners and local employers needs
- Effective and comprehensive careers education, information and guidance programme is available enabling young people to change pathway if appropriate
- Local employers are supported in providing work based learning opportunities for young people
- Young people are supported to volunteer and/or develop enterprising behaviour
- Vulnerable young people including looked after children, care leavers and young mothers are identified and provided with support to participate and progress with training and learning



### *How we will ensure that children and young people are engaged in and influence decision-making*

- Ensure the voice of the learner and the non learner is heard through school and non school groups
- Ensure Hear by Rights standards are embedded in all services

*Building a better community for all*

# Achieving Change

Quality services, trained and motivated staff, robust systems and processes that make things easier and more efficient will drive forward the Trust's vision and help turn that vision into reality.

## 14. Transforming Learning

### *Building Schools for the Future*

Building Schools for the Future (BSF) is a long-term programme of investment and change that will help transform education for secondary aged pupils by providing 21st century learning environments.

Blackpool's BSF programme is a single wave programme with all its Secondary schools, Special school, and Pupil Referral Units (PRU) eligible as part of the investment programme. BSF will provide new facilities capable of supporting the needs of pupils, staff, and the community for future generations by replacing or remodelling buildings. It will create facilities that are easy and cost effective to maintain as well as support the transformation of learning, communities and lives.

There will be a diverse range of provision which will provide a continuous set of learning experiences. Schools will offer a variety of services, both on site and collaboratively across a locality that the community will use and value. There will be flexible patterns of delivery with the school day to better meet modern family life and allow for extra curricular learning experiences particularly in sport and cultural activities. Learning spaces will encourage personalised learning and young people will own their own learning journey as they take responsibility for and make informed choices about how, when and where they learn best.

Blackpool's key objective in relation to BSF is to transform learning and improve the lives of young people. More specifically, the outcomes to be developed through BSF are:

To create a skilled, stable and diverse workforce that is sufficiently staffed, and effectively led and deployed to meet the needs of children, young people, families and communities;

- To maintain and improve the quality of education for all children and young people during the implementation of BSF;
- To ensure that all schools in Blackpool achieve at or above national average academic results for young people in the borough;
- To ensure that extended services, access to culture and arts, sport and leisure, health and wellbeing provide improved life changes for all children and young people, families and wider community;
- To ensure that young people have the opportunity, self confidence and desire to continue learning and develop skills to support the economic growth and vitality of Blackpool;
- To ensure the inclusion of all children and young people in the broadest educational experience;
- To ensure the effective personalisation of learning for young people which will ensure achievement and attainment is maximised and enhanced e-learning opportunities are realised.
- To raise attainment in all schools and underperforming groups.



### Primary Capital Programme

Primary Capital Programme (PCP) provides Blackpool with not only an opportunity but also a means to make a significant impact and improvement to the lives of its young people. Through the programme we would seek to improve the lives of young people through the raising of standards driven by the transformation of learning. PCP will facilitate the creation of imaginative learning environments where both aspirations and expectations can be driven upwards.

There is a commitment to create buildings and spaces, which enhance the local environment and are sustainable in the local community, creating strong and healthy societies, where people want to live and work.

It has long been acknowledged that the condition and suitability of school buildings can have an impact on pupil learning. PCP provides an opportunity to enhance the positive element of this impact by improving each of these characteristics and to deliver part of this enhancement through the further development of the towns already well-developed ICT infrastructure and curriculum provision.

The proactive nature of Blackpool's work in targeting areas of deprivation has resulted in schools having already been rebuilt in the most deprived areas.

### Blackpool Studio

Our vision for Blackpool Studio is not only that it will provide a radically different educational experience for an identifiable cohort of young people with very practical talents, but also take a lead role in the development of an engaging enterprise curriculum and culture on behalf of all Blackpool Schools. The Blackpool Studio will fulfil a key role in both our 14-19 and our local regeneration strategy.

Our vision is to create a unique Blackpool learning environment in a real business setting with a strong emphasis on personalisation, combining intensive mentoring support with new technologies. Looking and feeling like work rather than school, the Studio will target those able and talented young people in the 14-19 age-range who struggle to benefit from the existing mainstream offer, often because of transience, a fractured history of schooling and associated issues. The Studio ethos will be grounded in the personal skills, competencies, entrepreneurship and practical learning needed for a twenty first century workforce.

An important feature of Blackpool Studio will be a modular curriculum that supports staggered entry throughout the year to specifically address the needs of transient young people and families.

*Building a better community for all*

## 15. Performance Management

Performance management lets us know if things are going in the right direction and at what pace. What we know about our performance helps us to drive forward improvements in outcomes for children and young people.

Performance information is shared, examined and challenged through our performance management framework by Blackpool Children's Trust and its shadow board Blackpool's Light. This means that we identify issues, develop a collective response with effective targeting of joint resources to areas of need ensuring appropriate outcomes are achieved.

The Trust will receive twice yearly performance monitoring reports of progress against each of the ten priorities including national and local performance data.

As part of the monitoring cycle there will be an Annual Review of this Plan to make sure the outcomes and priorities are still relevant and appropriate to Blackpool's children and young people.

Blackpool Children's Trust is a sub group of Blackpool Local Strategic Partnership and this Plan takes account of, and supports the delivery of, the Local Area Agreement, Sustainable Community Strategy and World Class Commissioning.



## Annual Performance Assessment of Services for Children and Young People in Blackpool Council 2008



In 2008 Ofsted found Blackpool Council's overall effectiveness of children's services to be good.

*Blackpool Council makes a good contribution to improving outcomes for children and young people. It consistently delivers services that are above minimum requirements. The council demonstrates a very strong ambition for improving the life chances of children and young people, including those who are most vulnerable. With strong, clear leadership, the council is successfully establishing partnership working between services, and outcomes for children and young people are improving. The challenges associated with a mobile and transient population and the tourist industry are tackled with determination. A multitude of often innovative strategies are in place to improve long term life chances. This focus on the long term benefits for children and young people is central to the vision of the council, irrespective of whether families remain in the area. The council's approach to tackling social problems such as domestic violence has generated significant additional demands on its services for children. The council recognises that there is more to do to bring outcomes closer to national norms. The council's contribution is good for all aspects: enabling young people to be healthy, to stay safe, to enjoy and achieve, to make a positive contribution and to achieve economic well-being. The council manages its services well and has good capacity to improve.*

*"I think Blackpool is an up and coming town with new and exciting places to go for young people"*

## Comprehensive Area Assessment

Comprehensive Area Assessment (CAA) is the new framework for the independent assessment of local public services from 1st April 2009. CAA will provide an independent assessment of how well people are being served by their local public services. It will focus on how well these services, working together, are achieving improvement and progressing towards long-term goals.

CAA will provide a catalyst for improvement: better local outcomes, more effective partnership working, more responsive services and better value for money.

*Building a better community for all*

# 16. Commissioning

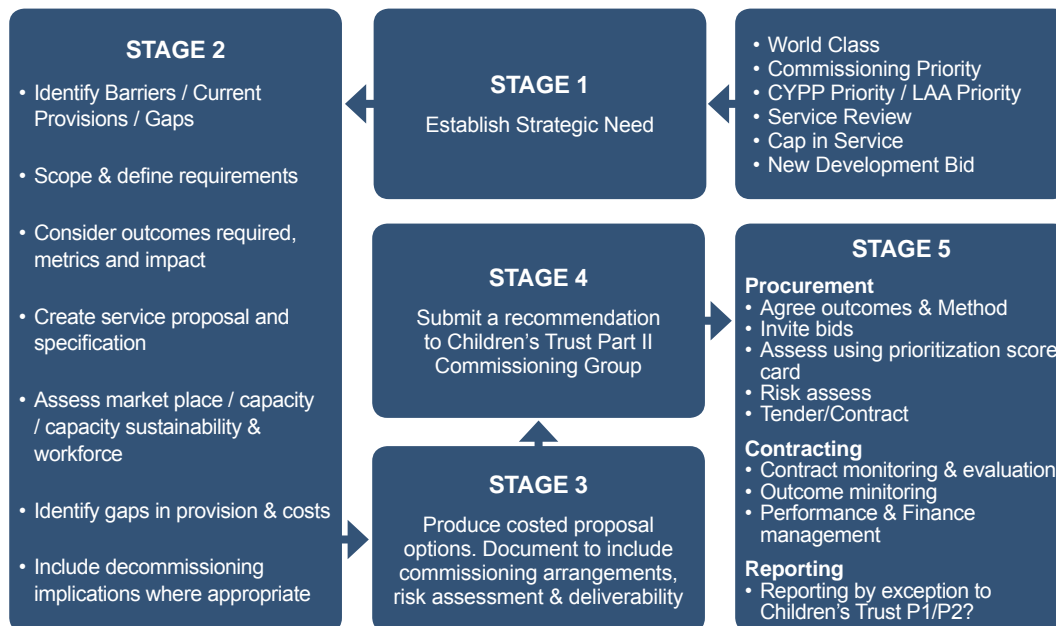
Blackpool Children’s Trust considers children, young people and their families to be central to all service provision. The Trust’s Commissioning Group reviews and agrees the commissioning of services aimed at improving outcomes, encouraging choice of provider(s) and gaining best value for money through effective integrated commissioning proposals.

The Commissioning Group ensures that contestability, innovation and the efficient and effective use of resources are applied to all proposals and that all business is linked to the key priorities of the Children’s Trust, World Class Commissioning Priorities and associated Local Area Agreement targets.

The Commissioning Group:

- Develops and agrees a framework and structure around the commissioning of services including the process for review, identification of need and coordination of new developments.
- Ensures seamless commissioning through partnership working across all agencies including independent and voluntary sector agencies and service users.
- Provides the overarching link across key stakeholder organisations, including health, council, police, third sector etc particularly around new service development.
- Ensures that any proposals made offer best value for money and are sustainable within the current market.
- Approves and/or recommends any new funding requests to be submitted for funding allocation to any Organisation.
- Ensures that all commissioning proposals are needs based and have a clear rationale for improving outcomes for children and young people.
- Agrees and monitors metrics, evaluation and progress mechanisms by scheme.
- Agrees delivery standards and targets for improvement / change where appropriate to include safeguarding, governance, review, involvement and engagement.

*“The services give young people something to do”*



Blackpool Children’s Trust Commissioning Group Flow Chart

Commissioning Standards have been developed requiring all those providing services to children, young people and their families to work together to:

1. Protect and safeguard children and young people by taking joint responsibility for their welfare.
2. Raise the aspirations and life chances of children and young people in Blackpool.
3. Provide services in a way that is equitable and fair.
4. Provide access to appropriate training to enable delivery of excellent integrated services.
5. Conduct rigorous monitoring, evaluation and review against agreed outcomes.
6. Provide seamless services tailored for individual need at times and places convenient to the client ensuring swift and easy access and continuity of service.
7. Target vulnerable and hard to reach groups to ensure no child will be disadvantaged because of family situation/circumstances.
8. Configure services around the child, young person and family, by working collaboratively and using integrated tools and processes.
9. Ensure that children, young people and families are involved in any plans for them and also in future service design.
10. Provide services that are ethical, transparent, evidence informed and accountable.
11. Comply with statutory regulations and guidance.



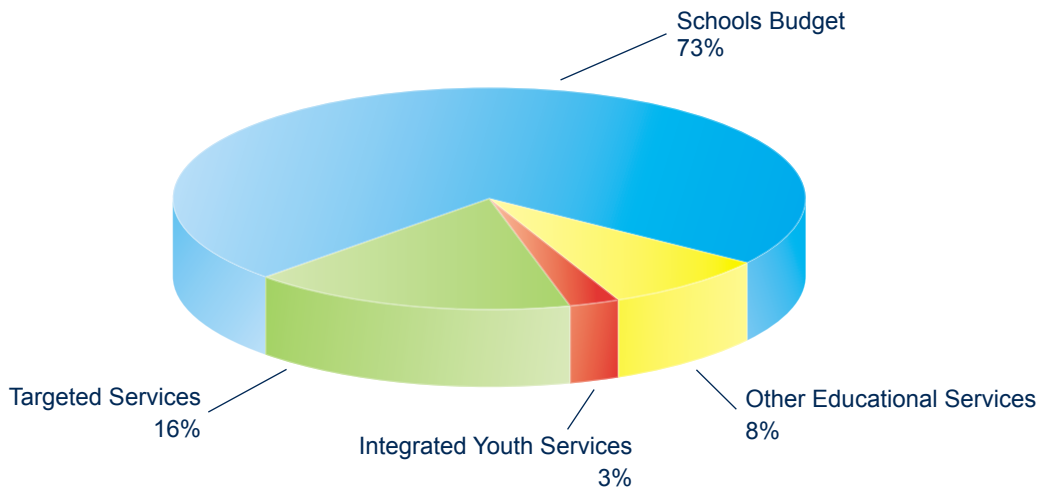
*Building a better community for all*

# 17. Use of Resources

A key focus for delivery of this Plan is the efficient use of resources gained through synergy generated by joint agency working and the redirection of resources towards frontline and preventative services.

In 2008/09, the Children and Young People's Department was supported by £38 million of net budget, together with £83 million of grant to fund the Schools Budget. However, this does not tell the full story, as the Department works closely with its partners to attract additional funding into the town to support the priorities of the Children's Trust. In 2008/09, Children and Young People received more than £25 million of additional external grants to help fund services and initiatives, and similar levels are anticipated for the coming year.

A breakdown of the main areas of budgeted spend can be seen below:



*"The sporting facilities are good and should help me become a good athlete when I am older."*



In common with other areas of the Council, the Children and Young People's Department is in a period of increased financial constraint. The level of deprivation in the town, and the associated issues that this brings, lead to a high demand for Children's Services. Falling pupil numbers mean that school funding is equally tight, but still needs to address the costs of supporting pupils with complex needs and be able to cope with the high incidence of pupil mobility in the town's schools.

The work of the Children's Trust is key in the identification of priorities, which in turn drive the allocation of the Department's resources. The Cabinet Member for Children's Services is also Chair of the Children's Trust, ensuring that there is a strategic, joined up approach to the budget planning process.

Governance structures across Blackpool's public sector organisations have been adapted to ensure cross representation and active sharing of priorities and resource management. This has achieved successful targeting of resources from a range of sources to the priorities contained within the Children and Young People's Plan e.g. Health, Police and Local Authority working on child safeguarding and support for vulnerable young people. The governance structures also support transparency between organisations and give early identification of budget and resource pressures to allow joint recovery plans to be prepared and actioned, minimising any impact on children and young people's outcomes. This framework is made additionally effective by three year resource allocations and medium term financial planning.

The rationalisation of premises across Blackpool by the partnership organisations has led to reduction of resources being spent on support activities and has allowed more resource allocation into priority outcomes. It has also given improved capacity for integrated locality working, thereby accelerating positive outcomes for individuals and groups of children and young people.



*Building a better community for all*

## 18. Workforce Strategy

At the core of our Workforce Strategy will be the voice of children, young people and families to ensure that the result is the development of a workforce which meets their needs and provides accessibility and coherence of services so that every child and young person is able to fulfil their potential and those facing particular obstacles are supported to overcome them.

We all know our most important asset is our people and improvement happens when we get the right people with the right knowledge, skills and behaviours in the right roles working together.

Workforce strategy is about how we achieve that match in order to create a workforce that:

- Strives to achieve the best possible outcomes for all children and young people and reduce inequalities between the most disadvantaged and the rest
- Is competent, confident and safe to work with children and young people
- People aspire to be part of and want to remain in - where they can develop their skills and build satisfying and rewarding careers
- Parents, children and young people trust

Key priorities for our local workforce strategy are to:

- Ensure that we recruit and retain high quality staff
- Strengthen leadership and Management at all levels
- Set in place working arrangements, and where appropriate, develop new roles to strengthen multi agency working
- Deliver a comprehensive programme of training and professional development which promotes integrated working in order to successfully meet our local and National priorities

What success will look like:

- Workers will be well-skilled and developed so that they are fully competent and confident in their roles.
- Workers will have clear career paths in children's services
- Workers will understand how their role contributes to the priorities in the Children and Young People's Plan
- Workers will have effective leadership
- Workers will feel comfortable working across boundaries for the benefit of the child and young person
- Workers will feel valued and recognised for their contribution



## 19. Integrated Systems and Processes

Integrated working is achieved through collaboration and co-ordination at all levels, across all services, in both single and multi-agency settings. At an operational level, it is facilitated by the adoption of common service delivery models, tools and processes. These tools and processes support integrated frontline delivery of services.

Blackpool has a comprehensive integrated processes delivery programme that is owned and monitored by the Children's Trust and delivered through the Integrated Processes Programme Group.

The remit of the Integrated Processes Programme Group is to implement and embed in a coherent and consistent way the common tools and processes that enable practitioners and managers to combine their professional expertise, knowledge and skills, identify needs earlier and deliver a co-ordinated package of support that is centred on the child, young person and their family helping them to secure better outcomes.

The areas of work that come under the remit of the Integrated Processes Programme Group are:

### *Common Assessment Framework*

Common Assessment Framework (CAF) is a standardised approach to conducting a holistic assessment of a child's additional needs and deciding how those needs should be met. CAF promotes more effective, earlier identification of additional needs, particularly in universal services and is intended to provide a simple process for a holistic assessment of a child's needs and strengths, taking account of the role of parents, carers and environmental factors on their development. Through CAF, practitioners are better placed to agree, with the child and family an action plan that will bring together a coordinated package of support.

### *Family Assessment*

Blackpool is developing a 'family assessment' which has a common vision, clear accountability, joined-up working, information sharing and core processes and assessments for the whole family. This will enable adults' and children's services to work together to tackle the root causes of children's disadvantage that often lay in the difficulties faced by their parents and ensure that where wider problems present, services work together effectively in the best interests of the family. These developments are about tailoring support, and making sure that the families are treated according to their individual needs. It is about getting all agencies who work with individuals in a family to begin to 'think family'.



*Building a better community for all*

## Information sharing

Information sharing is key to delivering better, more efficient public services that are coordinated around the needs of children, young people and families. It is essential to enable early intervention and preventative work, for safeguarding and promoting welfare and for wider public protection. Information sharing is a vital element in improving outcomes for all. Guidance is available for practitioners who have to make decisions about sharing personal information on a case-by-case basis and for managers and advisors who support these practitioners in their decision making.

## e-CAF

eCAF is the electronic-enablement of CAF, when implemented, it will allow a practitioner to electronically create, store and share a CAF Form securely. eCAF will give authorised, trained practitioners from different sectors secure access to key information concerning the assessment. This will allow them to plan, monitor and review a coordinated approach to the delivery of the most appropriate services.

## ContactPoint

ContactPoint is an online directory to help people working with children and young people find out who else is working with the same child to ensure early intervention and coordinated support. People using this system could include those working in education, health, social care, youth justice and some voluntary organisations. The purpose of ContactPoint is to help improve services to children and young people with a strong emphasis on early intervention and prevention.

## Lead Practitioner

Lead practitioner is a key element of integrated support. They take the lead to coordinate provision and act as a single point of contact for a child and their family when a range of services are involved and an integrated response is required. Appointing a lead practitioner is central to the effective frontline delivery of services for children with a range of additional needs. When the role is delivered in the context of multi-agency assessment and planning, underpinned by CAF or relevant specialist assessments, it ensures that professional involvement is rationalised, coordinated and achieves the intended outcomes.



### *Key Worker*

Under the 'think family' agenda Blackpool is developing a dedicated Key Worker service for families with more complex needs. The dedicated Key Worker will work with children and families across a range of settings; manage a protected caseload and provide coordinated intensive, holistic support and guidance to a family. They will broker and coordinate agency responses and champion change across the authority.

### *Individual level commissioning*

Blackpool successfully tested the theory that giving front line practitioners access to and leverage over a budget to commission services and procure goods, the needs of children and families are met quickly, appropriately and creatively, leading to better outcomes. Blackpool is now committed to rolling out the concept of individual level commissioning from early intervention through the CAF process, across the continuum of need, to more intensive work with families through the family assessment and the key worker model.

### *Family Information Service*

Blackpool is developing an integrated information service under the banner of the Family Information Service (FIS). By bringing all the current resources together and providing one solution Blackpool will provide information that is both accessible and up to date to support children, young people, parents/carers and professionals to enable them to make informed choices.

### *Associated workforce reform agenda*

Blackpool has developed a comprehensive Integrated Working Learning Pathway for all organisations involved with providing services to children. The programme focuses on enabling and encouraging professionals to work together and to adopt the common tools and processes to deliver front-line services that are coordinated and built around the needs of children and young people.

*Building a better community for all*

## 20. Third Sector Engagement

The Third Sector is an important partner in the Children's Trust and in the delivery of this Plan and are major providers of local services for children, young people and families. We recognise the essential role the Third Sector has to play in designing, developing and delivering innovative services. To enable true partnership working, a Third Sector Chief Executive Group has been established as a sub group of the Children's Trust.

To support this work a Children's Services Market Development Officer has been recruited and the post is located within the Change for Children Team. This Officer is dedicated to further strengthening the relationship between the Third Sector and the Children and Young People's Department and also works closely with Third Sector organisations to further advance a high profile, robust and sustainable Market place for all services working towards better outcomes for children and families. There is also a particular focus on providing support to ensure that the integrated working processes integral to the Every Child Matters Agenda are rolled out and embedded within the Third Sector.

Training is key to supporting Third Sector development and this is provided by the Children's Workforce Development Unit, in particular the roll out of safeguarding training. There is also a continuing programme of awareness raising and dissemination of resources to support the roll out of the Every Child Matters agenda.

*"It was a really good experience; I enjoyed every minute of it and had a good laugh. It showed me what I am capable of and I learnt lots of new skills." (Reference to outdoor education)*



## 21. Links to other strategies and plans



Blackpool Children and Young People's Plan 2009 - 2012	Alcohol Harm Reduction Strategy	Be Healthy
	Breastfeeding Strategy	
	CAMHS Strategy	
	Community Health Business Plan	
	Healthy Weight Strategy	
	Health & Wellbeing Improvement Plan	
	Maternity Strategy	
	PE & Sport Strategy	
	Sexual Health Strategy	
	World Class Commissioning Operational Plan	
	World Class Commissioning Strategic Plan	
	Blackpool Community Safety & Drugs Partnership Plan	Stay Safe
	Blackpool Domestic Abuse Partnership Strategy	
	Local Policing Plan	
	Local Safeguarding Children Board Plan	
	Targeted Services Training Plan	
	Threshold Guidance	
	YOT Justice Planning Tool	Enjoy and Achieve
	Behaviour Support Strategy	
	Building Schools for the Future	
Challenge Schools Plan		
City Learning Centre Strategic Plan		
Early Years Outcomes Duty Plan		
Extended Services Strategy		
Leadership Strategy		
Parenting Strategy		
Play Strategy		
Primary Capital Programme		
Schools Raising Achievement Plan		
Teaching & Learning Strategy		
Transforming Schools Service Plan		
Positive Activities Strategy – Things to Do	Make a Positive Contribution	
Youth Facilities strategy – Places To Go		
14 – 19 Strategy	Achieve Economic Well-being	
Blackpool & the Fylde College Development Plan		
Blackpool Sixth Form College Development Plan		
Decent Homes Delivery Plan		
Housing Strategy		
Lancashire Aim Higher Strategy		
Local Enterprise Growth Initiative (LEGI) Plan		
NEET Strategy		
Blackpool Asset Management Plan	Supporting Strategies and Plans	
Blackpool Council & Blackpool PCT Comprehensive Equality Plan		
Blackpool Council Corporate Plan		
Commissioning Strategy		
Communications Strategy		
CYPD Service & Business Plans		
Equality & Diversity Strategy		
ICT Strategy		
Performance Management Strategy		
Regeneration Framework		
Sustainable Community Strategy		

## 22. Appendix 1 – Key Action Examples

	Priority	Key Actions
1.	Lead healthier lifestyles, particularly by maintaining a healthy weight, resisting substance and alcohol misuse and gaining in resilience through improved emotional well-being.	<ul style="list-style-type: none"> <li>• Redesign paediatric therapy service provision across Blackpool</li> <li>• Review all special school nursing provision</li> <li>• Mainstream the Emotional Wellbeing in School (EWIS) project to cover all schools in Blackpool</li> <li>• Aim to increase the scope of CAMHS provision from 16 to 18 years</li> <li>• Roll out the health visitor in social care locality teams project</li> </ul>
2.	Become increasingly mature with regard to sexual relationships, able to protect themselves, avoid teenage pregnancy and to resist exploitation.	<ul style="list-style-type: none"> <li>• Develop an effective communications strategy to ensure relevant messages relayed to both parents and young people</li> <li>• Ensure that all health settings, specifically GP surgeries, provide young people-friendly services</li> <li>• Develop clinical facilities in post-16 education settings, to provide contraceptive and sexual health advice</li> <li>• Appoint dedicated worker to surface and resolve data-sharing and collection issues across all partners</li> <li>• Further embed Targeted Youth Support to ensure a consistent response to young people at risk</li> </ul>
3.	Be protected from maltreatment, neglect, violence and exploitation with particular reference to that resulting from domestic abuse and substance/ alcohol misuse in families.	<ul style="list-style-type: none"> <li>• Participate in CWDC programmes for developing Newly Qualified Social Work status, Early Professional Development and Advanced Practitioner programmes</li> <li>• All first time Social Work Team Managers to participate in Supervision skills training</li> <li>• Independent Review Officers/Quality Assurance Officers to develop and implement person centred approach with young people to encourage/enable their participation in their statutory reviews</li> <li>• Develop explicit protocols for working via the LSCB to support partnership working between adult services and children's services. Training to be provided to support implementation</li> <li>• Integrated teams of Social Workers, Police Officers, Health Visitors to be launched to offer a holistic response to Domestic Abuse</li> </ul>



	Priority	Key Actions
4.	Be safe from and choose not to engage in bullying, discrimination, crime and anti-social behaviour, both inside and outside school.	<ul style="list-style-type: none"> <li>• Run Diversity Fortnight during the National Anti-bullying week to focus on prejudice based bullying</li> <li>• Work with Stonewall's Education Champion's Programme to address prejudice based bullying and discrimination in schools and the community</li> <li>• Produce and issue revised guidance on anti-bullying and implement a programme of briefing and training for staff</li> <li>• Embed the use of the SHARP system within high schools to enable the confidential reporting of issues and incidents.</li> <li>• Deliver a training programme to all schools and staff working with schools in using restorative solutions to resolving conflict and pilot the approach of restorative practice within a secondary and a primary school</li> </ul>
5.	Make good educational progress with a particular emphasis on mathematics and on overall performance for those in the Foundation Stage and in Key Stage 4.	<ul style="list-style-type: none"> <li>• Implement Blackpool's School Improvement Strategy, Teaching and Learning Strategy, Collaborative Leadership Strategy and associated delivery plans</li> <li>• Provide additional support for maths teachers and leaders through additional senior maths consultant</li> <li>• Roll out additional support from St Mary's commissioned to improve maths outcomes across Blackpool</li> <li>• Focus on supporting Early Years Foundation Stage settings to improve communication skills of young children aged 0 - 5</li> </ul>
6.	Overcome any barriers to achievement (especially for Looked After Children and those with complex needs) so as to be able to achieve more in line with their peers.	<ul style="list-style-type: none"> <li>• Implement and deliver Blackpool's School Attendance Strategy and develop, implement and deliver Blackpool's Inclusion Strategy</li> <li>• Implement and deliver Blackpool's Multi agency Plan to improve outcomes for Looked After Children</li> <li>• Enable Looked After Children to access extra-curricular school activities</li> <li>• Further refine attendance data and reporting methods</li> <li>• Embed additional Pupil Welfare Officers in each secondary school</li> </ul>

*Building a better community for all*

	Priority	Key Actions
7.	Enjoy strong family support for their aspirations and achievement.	<ul style="list-style-type: none"> <li>• Work with parents, through children's centres and schools to develop parents' groups which promote peer support and 'word of mouth' information</li> <li>• Provide a clear menu of services available, for all parents</li> <li>• All parenting services will be commissioned via the Parenting Commissioner, and endorsed by the Children's Trust</li> <li>• Implementation of CAF to all those working with children, young people and parents, supporting a Team around the Family approach</li> <li>• Coordinate a programme of appropriate courses to parents (including foster carers) and carers – for example Speakeasy, SEAL, drug and alcohol awareness and employability</li> </ul>
8.	Access wider opportunities locally which develop self esteem, self confidence and prepare young people for responsible adulthood.	<ul style="list-style-type: none"> <li>• Establish and deliver the local offer of entitlement to positive activities and agree through the Childrens Trust each partners contribution to the offer</li> <li>• Implement the publicity of the offer learning from the DCSF pilot</li> <li>• Roll out the Wave Card Transport scheme to all secondary schools and Education Diversity</li> <li>• Develop Locality Youth Hub and spoke facilities across Blackpool to provide places to go</li> <li>• Involve young people in the establishment, delivery and evaluation of the offer</li> </ul>
9.	Overcome the impact of poverty through effective partnership working which both addresses immediate needs and contributes to the wider economic regeneration of the town.	<ul style="list-style-type: none"> <li>• Establish a Child Poverty Strategy Group which links into the Local Strategic Partnership and ensure Child Poverty is part of every services agenda</li> <li>• Develop a Child Poverty Action Plan</li> <li>• Deliver the Child Poverty Worklessness pilot across Blackpool's Children's Centres</li> <li>• Provide schools with a commissioning budget to enable children to access activities</li> <li>• Roll out the Family Intervention Model across the town</li> </ul>



	Priority	Key Actions
10.	Progress to educational achievement at levels 2 and 3, employment and/ or training which enables them to become economically self-sufficient as young adults and future parents.	<ul style="list-style-type: none"> <li>• Review the commissioning strategy for 16-19 learning and training to meet the needs and aspirations of Blackpool young people and the needs of the local and national labour market</li> <li>• Develop monitoring processes of regular progress of young people during the 16-19 time frame to identify those at risk of disengagement</li> <li>• Engage young people in the quality assessment of learning and training provision</li> <li>• Target families where there are no adults with level 2 or level 3 attainment to raise aspiration of the young people</li> <li>• Determine the key factors leading to non progression and develop interventions that prevent / minimise occurrence</li> </ul>



*Building a better community for all*



