

Wiltshire Children and Young People's Trust Plan 2016 – 2019



Contents

Executive summary	3
Introduction	4
Our vision	5
What we have done to deliver the 2012-2015 Children and Young People's Plan	6
Characteristics of children and young people in Wiltshire	10
What children and young people say	12
What we will do over the next three years	14
Key theme: Prevention and early intervention	15
Key theme: Raising aspirations and narrowing the gap	17
Key theme: Promoting healthy lifestyles	19
Appendix one: Children and Young People's Trust governance arrangements	22
Appendix two: Thresholds of need, the "Windscreen" diagram	23
Appendix three: Outcomes scorecard	24
Appendix four: Glossary	25
Footnotes	26

Executive summary

Wiltshire Children and Young People's Trust Plan 2016-19 outlines our vision and high level outcomes for improving the life chances of our children and young people across three key themes. More detailed plans and measurement of our progress are included in a range of commissioning strategies on our website www.wiltshirepathways.org. The diagram below provides an overview of outcomes we want to achieve and key actions we will take to improve outcomes for children and young people.

Vision: To improve outcomes for children and young people in Wiltshire; promote safeguarding; reduce, prevent and mitigate the effects of child poverty; and enable resilient individuals, families and communities.

What we want to achieve – high level outcomes:

- All children and young people make the best possible start in life.
- All children and young people are safeguarded from abuse or neglect.
- All children and young people are equipped with skills, knowledge, opportunities and attitudes to make a successful transition to adulthood.
- More children and young people are able to remain with their families when safe to do so.
- More children and young people live above the poverty line and actions are taken to improve the life chances of children living in poverty.
- More children and young people benefit from a healthy lifestyle.
- More vulnerable children and young people are able to achieve outcomes and progress in line with their peers.
- More children and young people live above the poverty line and actions are taken to improve the life chances of children living in poverty.

Prevention and early intervention

Prevention and early intervention activities are important to reduce risks and improve outcomes. In early years this creates strong foundations for good health and wellbeing later on in life. Whatever age, it is important to identify additional needs at the earliest possible stage in order to provide support before difficulties become entrenched.

Examples of key actions

- Continue to develop more integrated early years services so that midwives, health visitors, children's centre services, early years settings and primary schools work together effectively.
- Ensure our Early Help Offer contains the services and interventions required to meet the needs of our vulnerable children and young people - through effective commissioning and service specifications.
- Continue development of multi-agency local Early Help Hubs – creating locally responsive and proactive teams that work effectively with early years settings, schools and other partners to support children and families.
- Equip the children's services workforce with the skills, knowledge and tools they need to deliver effective early intervention, track progress and measure impact and outcomes.

Raising aspirations and narrowing the gap

Raising aspirations and narrowing gaps in achievement between vulnerable groups and their peers are central goals of government education policy. Tackling this gap is a key building block to ensure that poverty in childhood, or having a special educational need or disability, does not translate to poor experiences and outcomes in later life.

- Take more rapid and bold action to raise aspirations for the participation, achievement and progression of disadvantaged and vulnerable groups at every key stage to narrow the achievement gap. We will continue to work with all schools to ensure the effective use of pupil premium funding in tackling inequalities in educational achievement.
- Continue to increase take up of Better2gether funding for free entitlement to early years provision so those children who need it have access to good quality early education and the chance of improved outcomes in later life.
- Continue to develop support for children and young people with SEN to improve their educational progress and attainment.
- Work with education providers and local employers to ensure all young people have access to a high quality 14-19 education and training offer which meets the needs of young people and employers, providing training and employment opportunities (including apprenticeships and traineeships).

Promoting healthy lifestyles

The goal of promoting health is informed by the World Health Organisation who defines health as 'a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity'. Promoting healthy lifestyles during pregnancy, through childhood and adolescence is essential to ensuring children have the best possible health and wellbeing outcomes.

- Provide a universal and targeted school nursing service, in addition to the health visiting service, that delivers all aspects of the Healthy Child Programme.
- Implement the Child Health Improvement Strategy and the Obesity Strategy, particularly ensuring a joined up approach to supporting children to achieve and maintain a healthy weight and be physically active.
- Promote the Wiltshire Healthy Schools programme as a key local driver to support Wiltshire schools to understand the health needs of their children and young people and implement evidence-based interventions to improve and protect their health.
- Work with schools and families to promote the emotional health and wellbeing of children and young people. This includes supporting anti-bullying initiatives and the provision of counselling services, and access to more specialist mental health support when needed.

Introduction

This high level three year plan builds on the previous Children and Young People's Trust Plan 2012-2015. Our overall objectives remain the same, although the detail of work on the ground to develop services to improve outcomes for children and young people will change. We will continue to work to achieve positive outcomes for our children and young people – to be healthy, safe, enjoy and achieve, make a positive contribution and achieve economic wellbeing.

Although Children's Trust arrangements are no longer mandatory, we have made a collective decision in Wiltshire to continue to work together to make a difference. We firmly believe that it is through joint work that we can ensure that our children and young people achieve the best possible outcomes. This high level three year plan will give us the focus we need to keep us moving together in the right direction, and will help us to show that we are listening and responding to what children, young people and parents are telling us.

The detail of actions we will take to improve outcomes for children and young people and how we will measure our progress are included in a range of commissioning strategies and strategic plans. These documents can be found on the Children and Young People's Trust website at www.wiltshirepathways.org.

It is acknowledged that the huge changes resulting from national cost pressures, which are impacting both on public services and people's lives, are creating uncertainty and rapidly changing context. This may impact on how we implement this plan. We need to remain flexible and innovative to ensure that we achieve the best outcomes for children and young people.

Based on our needs assessment and what children and young people tell us, our collective challenge will be to continue to safeguard children and young people from harm* and to improve their life chances and outcomes by working across these three themes:

- Prevention and early intervention;
- Raising aspirations and narrowing the gaps;
- Promoting healthy lifestyles.



Cllr Laura Mayes
Chair, Wiltshire Children and Young People's
Trust Commissioning Executive

* Wiltshire Safeguarding Children Board (WSCB) – www.wiltshirelscb.org

Our vision

‘To improve outcomes for children and young people in Wiltshire; promote safeguarding; reduce, prevent and mitigate the effects of child poverty; and enable resilient individuals, families and communities’.

In realising our vision we will listen and respond to the voice of children, young people, parents and carers.

The Children and Young People’s Trust Commissioning Executive together with the Children and Young People’s Stakeholder Partnership will achieve this vision by continuing to work together.

An overview of the structure of Wiltshire’s Children and Young People’s Trust is included in appendix one of this document.

Partnership working will underpin success. Appropriate information sharing, at both strategic level and about individual children, young people and their families, aids timely and early intervention. A key part of agencies working together is the use of the Wiltshire Safeguarding Children Board (WSCB) and the Children and Young People’s Trust Multi-Agency Safeguarding Threshold Document, which provides a consistent way of working across all partner organisations. The Safeguarding Threshold Document can be found on the Trust’s Wiltshire Pathways website at www.wiltshirepathways.org.



What we have done to deliver the 2012-2015 Children and Young People's Plan

Much has been achieved in the last three years and good progress made in the delivery of the 2012-2015 Children and Young People's Plan. Once again, partnership working has been a key contributor to success. Outlined below is an overview of some of the changes and improvements we have made.

Promoting good mental health, building resilience, and identifying and addressing mental health problems early.

We have developed a perinatal and infant mental health pathway to strengthen the identification and support for pregnant women and new mothers who are experiencing poor mental health, and ensure that support is provided to promote good attachment between parents and babies and young children. This includes the development of the Family Nurse Partnership project, a programme for vulnerable first time young parents under 18 years which provides structured home visits delivered by specially trained family nurses from early pregnancy until the child is two; and Baby Steps, an intensive antenatal education and support programme for vulnerable first time parents to develop their parenting skills and attachment to their babies.

We have commissioned a survey of school children's health and wellbeing, resulting in nearly 7,000 responses. This showed that children and young people in Wiltshire are generally happy and satisfied with their lives. However, lower levels of satisfaction were reported amongst specific groups of children and young people, see page 13 for more detail.

More than 2,000 children and young people are now receiving CAMHS support and treatment each year. Our CAMHS provider, Oxford Health NHS Foundation Trust, has been embedding the Children and Young People's Improving Access to Psychological Therapies Programme (talking therapies).

We have continued to provide access to school counselling for primary age children via a joint funding agreement with schools. Educational psychologists are now supporting 200 Emotional Literacy and Support Assistants across 123 of Wiltshire's schools. 77 schools are engaged with the Wiltshire Healthy Schools programme, which supports them to take a holistic, whole school approach to the emotional wellbeing and mental health needs of pupils.

Your Mind Matters:
Wiltshire Young People's
Mental Health Charter

As young people in Wiltshire who use this space we agree to:

1. listen and help each other without judging
2. remember that mental health can affect anyone and everyone should feel able to ask for help if they need it
3. work together, with an open mind, to become 'mental health mentors' and help to support our friends when they are in need

As professionals working with young people in Wiltshire within this space we agree to:

1. undertake good quality mental health training and also to offer training out to young people
2. provide good quality information about where to go, people to talk to and ways to find help
3. talk to every young person clearly, as an individual first and foremost, NOT as young person with a problem

Wiltshire Children's Trust Partnership agrees to:

1. work towards improving young people's mental health by regularly reviewing existing mental health services or developing new ones as necessary.
2. find ways of making current mental health services more accessible to more young people.

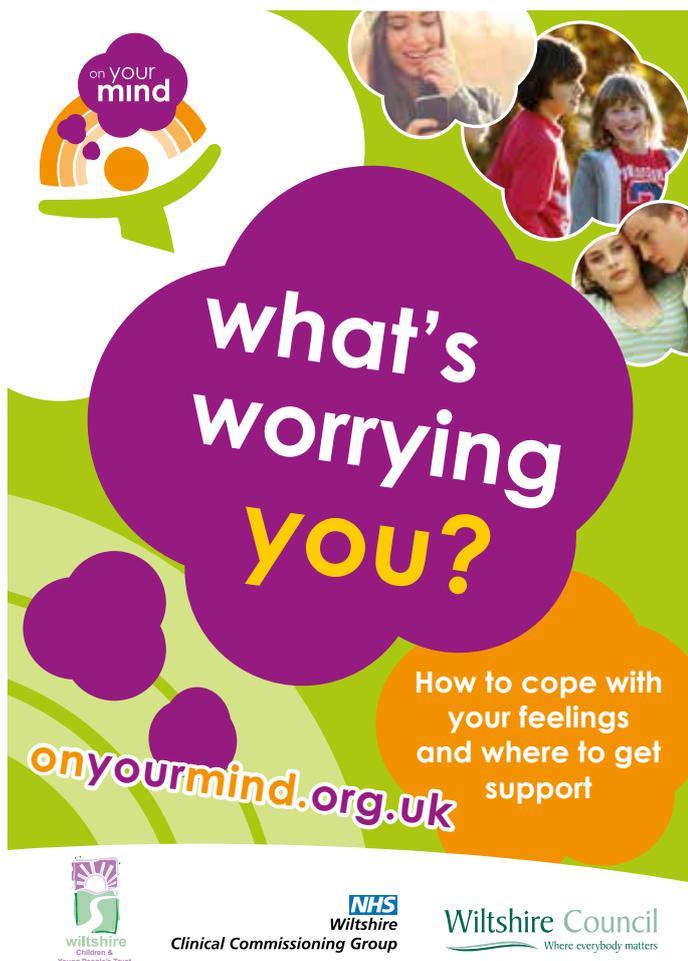


We have distributed Wiltshire's 'Little Book' on services to support children and young people's emotional wellbeing to children and young people, parents/carers and professionals, providing information about local services and support. We have also supported young people to promote their Mental Health Charter which is helping to raise awareness of mental health issues and tackle stigma and discrimination.

We have been skilling up staff in universal services through health promotion and multi-agency training (Mindfulness, Youth Mental Health First Aid, PSHE courses and CAMHS school training).

We have continued to work with young people, schools, police and other partners to better identify and tackle bullying (Anti-Bullying Strategy) and provide safe environments for children and young people.

We have invested in the development of a web-based tool to support GPs and school staff to deal with self-harm and have developed a self-help resource called 'What's worrying you' which contains information on helpful websites that young people can use when they need support.



Our children's services workforce continues to demonstrate considerable commitment to local Multi-Agency Forums (MAFs).

In May 2015 the local authority re-aligned existing children's services staff within the Early Help Service into new multi-disciplinary local early help teams – with the aim of improving local dialogue and coordinating activity to ensure vulnerable children and young people are supported to achieve good outcomes.

Effective panels and gateway arrangements have been put in place to ensure robust understanding of needs, consistent decision-making and resource allocation of intensive family and parenting support services.

Tackling domestic abuse

Wiltshire Council and the Office of the Police and Crime Commissioner secured funding for the extension of the Paloma Outreach programme until March 2017, delivered by Splitz Support Service who supports victims and their families in Wiltshire.

To support awareness and earlier identification of domestic abuse with young people, a theatre in education programme 'This Secret Life' was delivered to a range of secondary schools and Wiltshire College in 2014.

A joint WSCB and Community Safety Partnership Domestic Abuse group has been established to consider the services and support that should be commissioned for families where domestic abuse occurs.

Developing effective early help

Our Troubled Families programme supported over 500 families in phase one of the national programme, with positive outcomes achieved for 100% of families.

Child Sexual Exploitation (CSE) remains a top priority and a new CSE Team, with responsibility for ensuring children and young people are kept safe from harm, is already having a positive impact.

Improving educational outcomes

Early education (Better2gether) funding is now supporting nearly 1,100 children and free entitlement take-up for 3 & 4 year olds is generally good. Wiltshire is funding 76% of the most deprived two year olds in the county to access free, good quality pre-school provision and work is being undertaken with children's centres and childcare providers to increase this even further.

The number of pupils attending good and outstanding schools has improved to 90% as at September 2015. This places us in the top 25 authorities for this indicator. Key Stage 2 and 4 outcomes for school children continue to improve and are generally in line with national outcomes.

Through our Disadvantaged Learners Strategy we have provided a range of support to schools to help close the educational attainment gap, including support networks, guidance on effective use of pupil premium funding, training for school governors, a 'Closing the gap' website, bespoke learner support packages and toolkits.

In 2015, 57% of our looked after children achieved level 4 at Key Stage 2 in reading, writing and maths. 24% achieved 5 A*-C GCSEs.

Reducing NEET (Not in Education, Employment or Training)

We have worked collaboratively with all partners to develop a strong, ambitious, fully integrated Education, Employment and Skills Strategy.

We have a good and expanding range of education and training provision, with improvements in the quality of provision at Wiltshire College and the development of a UTC (University Technical College) and Sixth Form Free School college.

We have improved the tracking of young people so that we are able to better identify those that require help to re-engage in education, employment or training.

The Skills4Success programme has brokered improved partnerships between schools (all secondary schools and 116 primary schools involved) and local employers.

We have enhanced the availability of apprenticeship and traineeship opportunities.

Devolved funding to secondary schools has helped to eliminate permanent exclusions and raise levels of attendance and achievement for young people who would previously have been permanently excluded.

Positive activities for young people

Following a wide-ranging public consultation, the Council has shifted from being a 'provider' to an 'enabler' of youth activities and a community-led approach has been developed across Wiltshire where young people and their communities come together to directly shape the service they want.

Key features of the new model include:

- A varied youth offer in each community area which is designed by young people and community partners tailored to local needs.
- Community Youth Officers supporting Area Boards to facilitate and coordinate local provision.
- Local Youth Networks have been established to bring together key stakeholders (including young people) to understand needs, design the local youth offer and make recommendations to Area Boards on how youth activity funding should be spent.
- Youth Support Workers, within the Early Help Service, work with vulnerable young people to help them build resilience and stay as safe from harm as possible.



Improving support for children and young people with SEN/disability

We have implemented a new Special Educational Needs and Disability (SEND) service drawing professionals together, delivering a child-centred approach to planning and delivery of support and education, and extending support to cover young adults.

We have developed the Local Offer website www.wiltshirelocaloffer.org.uk which contains comprehensive information about all our services for Children and Young people with SEND.



With the support of Wiltshire Council, the Wiltshire Parent Carer Council now has over 1600 members. We have worked with them to continue to deliver the Short Breaks scheme; to create an information pack for children with autistic spectrum conditions (ASC); put in place a multi-agency forum to develop good practice around ASC; and delivered a range of courses to support families whose children have ASC – Support in Wiltshire Autism Parent Programme (SWAPP).

The Council has developed its post-16 provision to offer young people, parents and carers choice and control over high quality local provision, with the aim of providing a relevant curriculum within a learner's local community. We have moved away from placing learners into existing courses to building personalised programmes around individuals designed to meet their needs and outcomes. Learners are working towards clear Preparing for Adulthood outcomes on courses designed to support them in to work and independent living. In partnership with Wiltshire College, the Council has implemented a Supported Internship Programme. The programme supported eight young people with high needs towards employment over the last year and achieved some excellent outcomes. This year twelve young people are accessing the programme.



Obesity, healthy eating and exercise

Breastfeeding peer support training has continued to run in areas where it is known that there is a low prevalence of breastfeeding. Breastfeeding peer support volunteers are registering businesses and venues in Wiltshire to become Breastfeeding Welcome places to enable more women to breastfeed outside of the home.

A joint Wiltshire Council and NHS Wiltshire Clinical Commissioning Group Obesity Strategy is in development. An obesity summit was held to bring together stakeholders from across Wiltshire to inform the development of the strategy. Giving children the best start in life was identified as one of the strategic priorities of the strategy. Any Body Can Cook (ABC cook) has run in Wiltshire children's centres, delivering healthy eating and cooking activities to children and families. A local weight management programme for children and families has been running since 2014 in areas with high childhood obesity. Work is underway to look at extending this to other age groups. A Food in Schools pilot project that aims to promote and improve healthy eating habits among school children has been commissioned. The Bike It Plus active travel scheme has been delivered in schools to increase the number of children travelling to school actively. The Beat the Street initiative in Calne and Devizes increased the number of families walking and cycling during the six week project with 14% of the local population getting involved.

Reducing alcohol and substance misuse

The service to support young people with drug and alcohol problems is now provided by a specialist organisation and is linked with support for adults with difficulties. Motiv8 offers training to professionals working with young people in both the statutory and voluntary sectors focusing on cannabis, alcohol and novel psychoactive substances.

Wiltshire Council has also commissioned the 'Moving Parents and Children Together' programme, addressing the effect of parental drinking on families. Working with Wiltshire College, the students produced the Alcohazard DVD which has been used to highlight the effects of parental drinking on young people.

Characteristics of children and young people in Wiltshire

Key Wiltshire priorities have been brought together into a single comprehensive and succinct report, known as the Joint Strategic Assessment for Wiltshire (JSA). The Wiltshire JSA and a JSA for each of Wiltshire's 20 community areas are available at www.wiltshirejsa.org.uk or alternatively visit www.intelligencenetwork.org.uk.

There are a variety of commissioning strategies that support the work of the Commissioning Executive. Each time they are refreshed they include an updated needs assessment associated with the topic of the strategy. These can be found on the Wiltshire Pathways website www.wiltshirepathways.org.

A summary of the characteristics of our population of children and young people is provided below.

Population

Wiltshire's **0-19** population is estimated to be 114,500, **24%** of the total population, and is expected to increase slowly over the next few years.

Wiltshire as a whole is characterised by its **'rurality'** and is notable for the scale of its **military** presence, which is one of the largest in any county in the UK. In January 2015, 8.2% of the school population were from military families.

Although Wiltshire is generally not a deprived area, the county has pockets of deprivation including five local areas that lie amongst the 20% most deprived in England. In addition, aspects of rural deprivation are difficult to quantify yet are of particular relevance in this county, in which proportionally more of the population live in a rural setting.

Children are said to be living in relative income poverty if their household's income is less than 60 per cent of the median national income. Essentially this looks at whether the incomes of the poorest families are keeping pace with

the growth of incomes in the economy as a whole. Using this measure there are currently 2.3 million¹ children **under 16** living in **poverty** in this country and 9,700, **11%** of the population, in Wiltshire. Wiltshire compares favourably against the average of comparable local authority areas (12.6%) and the national average (19.2%).

Health

In comparison with national averages, the health of our children and young people is generally good.

Infant mortality rates in Wiltshire are similar to England (4.6 per 1,000 in 2011-2013). In 2012 the total number of deaths in the **under 19** age group was **50**; 36% of these deaths occurred in the neonatal period (less than 28 days after birth). Unintentional and deliberate injuries were responsible for 14% of all deaths in children and young people.

Wiltshire's rates of childhood obesity for 10-11 year olds in 2013/14 were below the national and regional averages. However, in line with national trends, the proportion of children who are overweight or obese nearly doubles between reception and leaving primary school.

The rate of under-18 conceptions has fallen in Wiltshire in recent years (19.5 per 1,000 in 2013) and is lower than rates in England and the South West.

Education

Educational achievement is generally in line with similar areas, though the gap between the attainment of children in vulnerable groups and their peers is too large and should be narrowed.

Data from schools (January 2015) tells us that:

- There are **66,000** children in maintained schools and academies in Wiltshire.
- 6,400 children and young people (9.5%) describe themselves as having an ethnicity of other than White British.

- **10,800** children and young people (16.5%) of the school population have been identified as having **special educational needs**, of which 1,800 have statements of special educational needs.
- **5,200** children and young people (8%) are eligible for **free school meals**.
- **400** children and young people in the **care** of the Council being looked after. (As a rate per 10,000 of the under 18 population, this is 38 compared to an average of 43 in similar areas and a national average of 60).

Social Care

In 2014/15 there were **4,400 referrals** to children's social care.

Recent figures show that at any one time there are approximately:

- A total of **3,000** children and young people being supported by **social care** services.
- **380** children and young people with a **child protection plan**. (As a rate per 10,000 of the under 18 population, this is 37 compared to an average of 35 in similar areas and a national average of 42).



What children and young people say

This section outlines key messages from participation and involvement work with children and young people during 2012-2015. Around 2,800 individual children and young people were consulted, plus many schools, organisations and professionals. Consultations included a review of services for children and young people in Wiltshire with an autistic spectrum condition; views on the Young Carers Strategy; the Promise Survey with looked after children and young people; a review of positive leisure-time activities; consultation to inform child health service planning and development and gathering views for Healthwatch. There are a number of key messages from children and young people which were repeated in all of the consultation and engagement work during this period.

Physical and mental health

Children and young people are clear that support for their physical and mental health is important to them. Children and young people would like a better mental health offer including greater availability of services and better access to services^{2/3}. Children and young people consulted as part of the review of positive leisure-time activities also said that face-to-face support from staff is important for young people's emotional wellbeing⁴. Furthermore, lesbian, gay, bisexual and transgender young people want somewhere to go and talk where they are not pressured, particularly time-pressured. Looked after children and young people want more to be done to support young people with emotional wellbeing and mental health issues; and more to be done for those who are being bullied⁵.

Children and young people's top priorities identified through consultation on the Emotional Wellbeing and Mental Health Strategy are: better mental health education in schools; schools and teachers knowing what help is available and how to help young people; and more activities and clubs for young people to support positive emotional wellbeing, tackle isolation and provide peer support⁶.

Young carers are keen to raise awareness of themselves, their families and their issues⁷. In particular, schools need to understand the issues facing young carers and provide appropriate support; and young carers need a break from caring and value support groups and opportunities to meet with other carers of their age.

Anti-bullying is raised as an issue by young carers, those with disabilities⁸, and children and young people more generally⁹. Children and young people want all agencies to provide a safe environment and for everyone working with children and young people to ensure they respond to bullying incidents quickly, sensitively and effectively, especially schools. 70% of looked after children and young people report having been bullied¹⁰. Children and young people are also keen to promote zero tolerance of homophobic language and discriminatory behaviour in schools¹¹, and to improve Personal, Social, Health and Economic (PSHE) education.

Children and young people also raise the importance of their physical health – they feel more in control of their own health but also think the role of their family in encouraging healthy lifestyles is important, particularly for younger children¹². Children and young people want options to receiving support for their health, which take account of their personal needs and/or issue. Other issues raised around physical health include the need for waiting times to be reduced; waiting rooms to be more appealing to children and young people; and wheelchairs for disabled children and young people which better meet their needs¹³.

Looked after children and young people want cheaper dental check-ups for those on low income, eye tests when they need them rather than annually just because they are looked after, and to be able to choose who their next of kin are in case of medical emergencies¹⁴.

Talking and listening to children and young people

Better communication is very important to children and young people, especially those who are looked after. 20% of looked after children and young people did not feel that

people listened to what they had to say about where they would be living and 20% also said their Independent Reviewing Officer and Virtual School Officer should listen to them better¹⁵. These messages about being listened to and understood have also come through consultation with young carers.

Looked after children and young people want the number of social worker changes to be reduced as far as possible; and that new workers are appropriately briefed on each case so that they only need to tell their story once. They also want workers to make time for them, to listen to them and to explain things. Furthermore they want regular contact with their workers (this doesn't always have to be actually visiting them but could be by text or phone call)¹⁶. Furthermore they state that honesty from their workers is really important to them e.g. don't tell them they can stay at the same school if this is unlikely. Children and young people with disabilities echo these messages and want professionals to do what they say they are going to do¹⁷.

Positive leisure-time activities

Young people want to be supported to have a greater influence over youth services and activities in their area, with a stronger emphasis on community working. Children and young people want somewhere to go that they feel safe and comfortable and are keen to be able to access a broad range of activities¹⁸. A community-led positive leisure-time activities option was favoured across a range of stakeholders including the majority of young people who responded to a SNAP survey (47.7%) as well as the voluntary and community sector.

Consultation on the Emotional Wellbeing and Mental Health Strategy also identified that children and young people want more activities and clubs for young people to support positive emotional wellbeing, tackle isolation and provide peer support¹⁹.

Children and young people with disabilities also say that activities and inclusion opportunities are essential²⁰.

Friendly and understandable information

Having better access to information about services, in child and young person-friendly language is vital to children and young people²¹. Children and young people want decisions about them explained clearly to them, particularly in reference to decisions about their health²² and where they live, in the case of looked after children and young people. Children and young people also said that communication from health professionals, promotion of services and information about services needs to be improved (this includes information about how to complain).

Looked after children and young people also say they want more friendly and understandable information²³, including information for care leavers about their entitlements.

Having a say and independence

Looked after children and young people want more of a say in things such as house rules and care plans²⁴. They also want carers to allow children and young people to make more of their own decisions. Looked after children and young people say that they are keen to work with professionals such as social workers, foster carers, designated teachers and personal advisers to improve the services offered to looked after children and young people. They are also keen to be involved in awareness-raising of issues such as sexual exploitation to looked after children and young people²⁵.

Looked after children and young people also want to be able to choose when they live independently – they want to be able to return to foster care if independent living doesn't work out; and want to be able to share with someone when they first live independently.

Children and young people want to have further access to education, employment and training; to have a place of their own to live; and to be independent²⁶. This came through particularly strongly from children and young people with Special Educational Needs and / or Disabilities.

What we will do over the next three years

What we want to achieve – high level outcomes:

- All children and young people have the best possible start in life.
- All children and young people are safeguarded from harm.
- More children and young people are able to remain with their families when safe to do so.
- More vulnerable children and young people are able to achieve outcomes and progress in line with their peers.
- More children and young people live above the poverty line and actions are taken to improve the life chances of children living in poverty.
- More children and young people benefit from a healthy lifestyle.
- All children and young people are equipped with skills, knowledge, opportunities and attitudes to make a successful transition to adulthood.

A set of high level outcome indicators have been collated to measure success across 23 specific outcomes. These are included in Appendix 3 and are based on nationally recognised indicators to enable benchmarking. Some of these indicators are also in the community level Joint Strategic Assessments that Wiltshire maintains to influence local discussion and action.



More detailed outcome indicators will be monitored through the sub-groups of the Children and Young People's Trust Commissioning Executive. Each sub-group will report back to the Executive on a regular basis in line with its work plan. Some of our key areas of work include:

- Transformation of child and adolescent mental health services.
- Continued development of early help services and troubled families work with a specific focus on the early years.
- Bringing together children's community health services under one provider to improve children's health and development.
- Improving support for children with SEN/disabilities, including Short Breaks, promoting inclusion at school, development of the children's learning disability nursing service and expanding local post-16 provision.
- Improving attainment of disadvantaged learners.

Key themes

Based on our needs assessment and what children and young people tell us, it is suggested that improvement in the life chances and outcomes for children and young people can be achieved by multi-agency working across these three themes:

- **Prevention and early intervention;**
- **Raising aspirations and narrowing the gaps;**
- **Promoting healthy lifestyles.**

Key theme: Prevention and early intervention

What is the issue?

We believe that keeping children and young people safe is everybody's business and we have plans in place to improve safeguarding practices in Wiltshire. However, it is far better to avoid children and young people needing these high level services. Our first priority is therefore around prevention and early intervention.

Government sponsored reports from Professor Eileen Munro and Professor Michael Marmot, MPs Frank Field and Graham Allen have all stressed the importance of intervening earlier to improve health and wellbeing outcomes and life chances for all children.

Professor Eileen Munro in her review of child protection writes of the need to develop an "all-encompassing and pervasive early intervention culture" and notes "Preventative services can do more to reduce abuse and neglect than reactive services. Many services and professions help children and families, so coordinating their work is important to reduce inefficiencies and omissions."

Providing early help can:

- Narrow the gap for children who are at risk of poorer outcomes (Waldman, 2008, Karoly, Kilburn, & Cannon, 2005; Statham and Biehal, 2005).
- Improve practice and outcomes by focusing on causes of problems not symptoms and as soon as signs of difficulty arise. The 2010 Marmot Review, 'Fair Society, Healthy Lives' was clear that "later interventions are considerably less effective if children have not had good foundations".
- Avoid the cost of more expensive intensive services (often statutory) which are needed when crisis point has been reached or difficulties are entrenched. The Early Intervention Foundation estimates that spending on late intervention²⁷ costs the public purse £17bn per year²⁸.



Where are we now?

Our aligned multi-agency strategies on Early Help, Child Poverty and Child Health Improvement were launched in 2014/2015. The Early Help Strategy, under the shared governance of the Wiltshire Safeguarding Children Board and the Children and Young People's Trust, contains the following five priority objectives to be achieved for our children, young people and their families:

- Objective 1: Ensure the best start in life.
- Objective 2: Gaining the skills required to begin school.
- Objective 3: Being ready for adult life.
- Objective 4: Develop a family-based approach to early help.
- Objective 5: Develop effective structures and processes to access early help.

The objectives of the Child Poverty and Child Health Improvement strategies are aligned to these early help objectives and focus on getting the best start in life for young children, and the development of healthy, happy young adults. More detailed information can be found in the individual strategies, published on the Wiltshire Pathways website.

Accompanying these strategies are improvement plans that act as a road map for our improvement journey, and outcome measures that tell us how well we are doing.

Expectations of early help services have continued to rise both nationally and locally – as evidenced by Ofsted's first thematic inspection of early help and associated findings provided in their report "Early help: whose responsibility?". Our own self-assessment of early help in Wiltshire shows we are making good progress but need to do more to prevent problems arising and respond at the earliest opportunity.



What we propose to do...

- Continue to develop more integrated early years services so that midwives, health visitors, children's centres, early years settings and primary schools work together effectively.
- Ensure our Early Help Offer contains the services and interventions required to meet the needs of our vulnerable children and young people – through effective commissioning and service specifications, and continued close working with the voluntary sector and other partners.
- Define specific early help pathways for vulnerable groups of children and young people (e.g. young carers, expectant young mums, privately fostered children/young people, those at risk of child sexual exploitation, etc.).
- Continue development of multi-agency local Early Help Hubs – creating locally responsive and proactive teams that work effectively with early years settings and schools to support children and families.
- Equip the children's services workforce with the skills, knowledge and tools they need to effectively deliver early intervention, track progress and measure impact and outcomes.
- Embed best practice and share learning from audits and serious case reviews – to help continually improve the quality of early help provision.
- Develop improved partnership working between children and adult services and Public Health to ensure a truly family-based response.

Key theme: Raising aspirations and narrowing the gap

What is the issue?

Providing the best education is fundamental to giving all children and young people the best chance of succeeding in life. Young people leaving school with the right qualifications, skills and character is also important to our local economy, as is supporting the development of a diverse, highly skilled and competitive workforce that meets the needs of employers both now and in the future.

The majority of Wiltshire's children and young people make good educational progress and achieve well. However, we know that inequalities exist for vulnerable and disadvantaged children, including looked after children, those with special educational needs and those living in low income families. These groups of children often fall behind their peers in the early years, with the attainment gap widening by the time they leave school.

Increasing young people's participation in education, work or training is of paramount importance to our young people, our communities and the local economy. Those who are not participating are more likely than their peers to have low skills, go on to be unemployed in the future, earn less and suffer from poor physical and mental health, which can have an adverse impact well into adult life.

Most young people progress into education, employment or training when they finish secondary school. However, once again we know that real inequalities exist for particular vulnerable and disadvantaged groups (e.g. care leavers, young offenders, those from black and minority ethnic backgrounds, those living in the poorest parts of the county, young parents, those with SEND and young carers) who often face additional challenges due to their more complex life circumstances.

Where are we now?

Results at the end of the Early Years Foundation Stage are broadly in line with the national average for all children. However, the

attainment of children who are eligible for free school meals is below the national figure. Key Stage 2 and 4 attainment results are above the national average. However, once again there are inequalities, with weaker results for particular groups of children and young people, including children in care, those with special educational needs and those living in low income families.

The attainment of vulnerable and disadvantaged groups of children and young people requires improvement at every key stage.

NEET and youth unemployment is low, and participation in learning for 16 and 17 year olds has been rising steadily, with performance above the national and statistical neighbour average.

What we propose to do

Working with partners to deliver our Disadvantaged Learners Strategy and our Education, Employment and Skills Strategy, we aim to improve the quality of education and training, raise standards, tackle inequalities, accelerate progress for vulnerable and disadvantaged groups and respond to Wiltshire's economic growth priorities. We will:

- Continue to offer support through dedicated children's centres to families with children who are at risk of under achievement. Support will focus on helping children to improve attainment at key stages through their childhood.
- Continue to increase the take-up of Better2gether funding for free entitlement to early years provision so those children who need it have access to good quality early education and the chance of improved outcomes in later life.
- Improve the quality of provision in the Early Years Foundation Stage, with effective support targeted to those children most at risk of underachievement.
- Strengthen transition from the Early Years Foundation Stage into Key Stage 1 to maximise Key Stage 1 achievement.

- Continue to develop support to children and young people with SEN to improve their educational progress and attainment.
- Take more rapid and bold action to raise aspirations for the participation, achievement and progression of disadvantaged and vulnerable groups at every key stage to narrow the achievement gap. We will continue to work with all schools to ensure effective use of pupil premium funding in tackling inequalities in educational achievement.
- Develop a sustainable education-led sector model which helps to secure good teaching practice, leadership and governance across Wiltshire's education system through effective and creative school partnership arrangements.
- Work with education providers and local employers to ensure all young people have access to a high quality 14-19 education and training offer which meets the needs of young people and employers; and to provide training and employment opportunities, including apprenticeships and traineeships.
- Ensure Wiltshire has sufficient school places and responds to local demand.
- Work with the voluntary and community sector to help facilitate an enhanced, more coherent and effective offer of community-based education and support services.
- Roll out the Wiltshire Skills4Success programme to all education and training providers, with a focus on improving employer/education engagement and better quality careers education, information, advice and guidance (CEIAG).
- Build on work with employers to reduce skills gaps e.g. embedding STEM (science, technology, engineering and mathematics) and character education in schools; to develop a coordinated and consistent offer of work experience, and to identify clear routes to employment.
- Support steps being taken through the Wiltshire and Swindon City Deal to establish a clear and standalone private sector-led Higher Education offer (including higher apprenticeships) for the Swindon and Wiltshire Local Enterprise Partnership (LEP) area.



Key theme: Promoting healthy lifestyles

What is the issue?

Our Child Health Improvement Strategy recognises that the health of a child is dependent on the family and the environment in which the child lives, plays and learns. The strategy contains four strategic objectives to ensure a focus on childhood from birth to the transition to adulthood; that we reduce health inequalities; and use our data to inform our commissioning strategy and implementation plan:

- Reduce inequalities in health outcomes for children and young people in Wiltshire.
- Give every child the healthiest start in life (0-5s).
- Support the development of healthy, happy young adults (5-19s).
- The best intelligence is available to inform planning and commissioning.

Where are we now?

Maternal and infant health

Good maternal health is essential to both mother and child and begins before conception with good nutrition and a healthy lifestyle. Interventions to promote good maternal health include good quality prenatal care, screening for infectious disease and other conditions in mothers and new-borns and supporting mothers who need to make behaviour changes to protect themselves and their child. Promoting breastfeeding and strong attachment between parents and their children and acting early to identify perinatal and infant mental health issues are all critical to ensuring a healthy start for infants and their families. We have worked with partners to develop a perinatal and infant mental health pathway to promote easy access and develop professional understanding and skills. Breastfeeding is recommended for around the first six months (26 weeks) of a baby's life. Breastfeeding initiation rates remain high in Wiltshire (81.3% in 2013/14) and there has been a gradual increase in the prevalence of breastfeeding at

6-8 weeks. However, local data suggests a high drop-off rate in breastfeeding in the first 10 days after birth.

0-5 year olds

Health visitors and their teams offer every child a schedule of health and development reviews, screening tests, immunisations, health promotion guidance around healthy eating, physical activity and mental health. They provide support for parents tailored to their needs, with additional support when needed and at key times. The Family Nurse Partnership (FNP) is a targeted, evidence-based, preventive programme for vulnerable first time young parents. Structured home visits, delivered by specially trained family nurses, are offered from early pregnancy until the child is two. Immunisation coverage is currently good in Wiltshire across the suite of immunisations for young children.



5-19 year olds

Maintaining a healthy weight through a nutritious diet, physical activity and play are foundations of child health. The National Child Measurement programme measures the height and weight of children in reception and again in year 6. In Wiltshire 9.1% of children are obese in reception but this rises to 16.6% by the time they leave primary school. One in three children is overweight or obese by the time they start secondary school. The Healthy Schools Programme helps schools to play their part in supporting children to eat well and be active. A Wiltshire Obesity Strategy is due for publication in 2016.

Unintentional injury is the leading cause of death among children and young people in the UK. Every year in the UK, two million children and young people under the age of 15 are taken to the local accident and emergency department as a result of unintentional injury. There is an upward trend in unintentional injuries in the under 5s in Wiltshire, largely relating to falls, which is comparative with other areas. Work is underway to understand this better and take appropriate action. A multi-agency accident prevention working group, Wiltshire Young and Safe, is developing a detailed action plan. Significant success has been achieved in reducing road traffic collision fatalities, probably arising from schemes such as Bikeability, Walk Safe and Safe Scooting.

A commissioning strategy has been developed to improve outcomes for children and young people with emotional and mental health difficulties. The priorities within the strategy include promoting positive mental health, improving the availability of information on the support available for children and young people, and building the skills and capacity within the children's workforce so that people can recognise and respond to children's early emotional and mental health difficulties.

Whilst its prevalence in Wiltshire is declining, smoking is still one of the leading causes of premature death in the county. Our priority is to protect children from second hand smoke, support people to stop smoking and beat nicotine addiction. Many staff across agencies have been trained to deliver stop smoking brief interventions or stop smoking support programmes.

The current Alcohol Strategy for Wiltshire aims to educate young people about alcohol, continue to reduce under-age drinking and provide drug and alcohol treatment for young people through the service provided by Motiv8.

There are a number of projects and services that aim to promote good sexual health and further reduce teenage pregnancies. The focus on implementation of the 'No Worries' service and 'Delay' training will continue. The work of the School Nurses continues to support the broad health and wellbeing needs of young people.

The Wiltshire Healthy Schools Programme enables schools to implement a whole-school approach to health and wellbeing and monitor the impact for children and young people. The Personal Development Education Adviser supports schools to implement health related interventions and deliver high quality personal, social, health and economic (PSHE) education.



What we propose to do....

- Provide a universal and targeted school nursing service, in addition to the health visiting service, that delivers all aspects of the Healthy Child Programme. This includes the roll-out of health and well-being drop-ins in Wiltshire secondary schools.
- Implement the Child Health Improvement Strategy and the Obesity Strategy, particularly ensuring a joined-up approach to supporting children to achieve and maintain a healthy weight and be physically active. This includes delivering the National Child Measurement Programme, promoting healthy eating at school and take-up of the local weight management programme for pregnant women and children 7-11 years.
- Work with other agencies to prevent unintentional and deliberate injuries in children of all ages through a planned programme of information for children, families and professionals as well as education and training for people who work with children and families.
- Continue to invest in high quality prevention, early identification and treatment services for young people engaged in risk-taking behaviours to protect them from the effects of substance misuse and poor sexual health.
- Promote the Wiltshire Healthy Schools programme as a key local driver to support Wiltshire schools to understand the health needs of their children and young people and implement evidence-based interventions to improve and protect their health.
- Work with schools and families to promote the emotional health and well-being of children and young people. This includes supporting anti-bullying initiatives, provision of counselling services, and access to more specialist mental health and support when needed.
- Ensure that services for young people work towards a Young People-Friendly model.



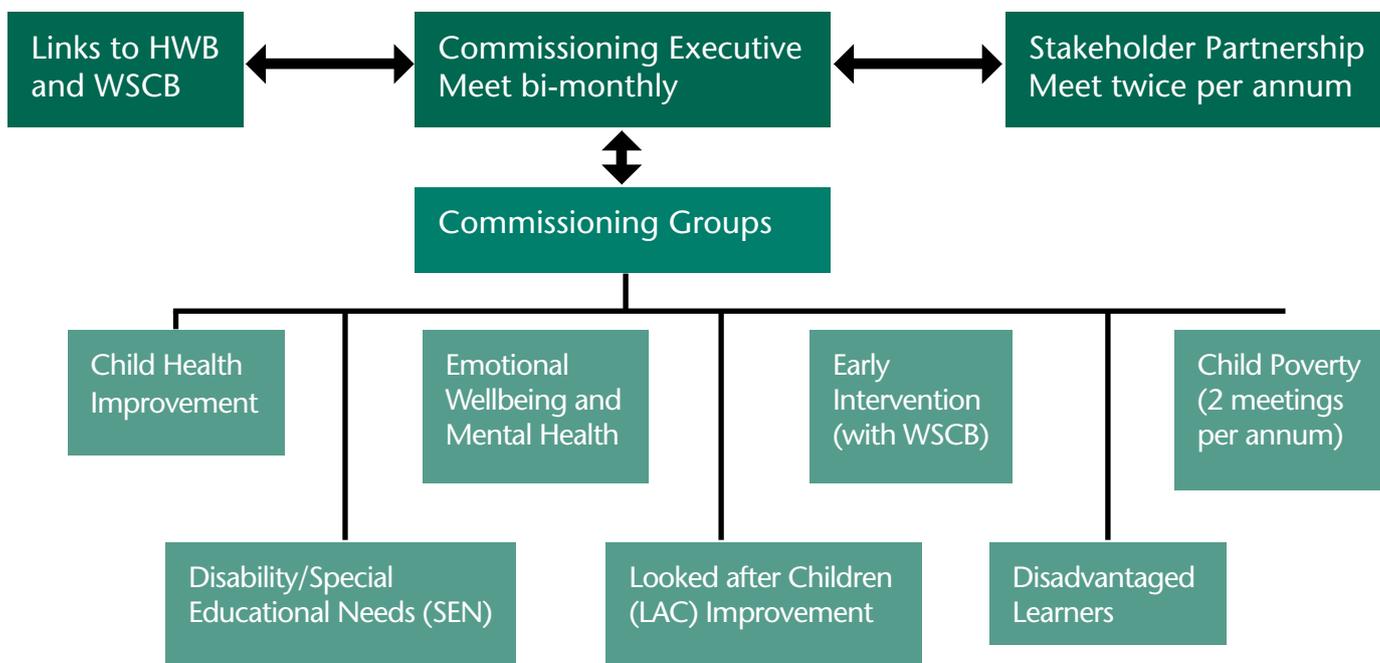
Appendix one: Children and Young People’s Trust governance arrangements

Within Wiltshire, the key strength of the Children and Young People’s Trust has been to bring together a wide range of stakeholders including young people and partner agencies. Although there is no longer a national requirement to have a Children’s Trust Board, a shared commitment to improve the lives of children and young people and families remains as important as ever. All evidence and experience suggests that stronger partnerships, greater integration of services and a shared purpose for all those working with and for children and families leads to better services for children, young people and families; especially the most vulnerable. The current arrangements are:

- The Children and Young People’s Trust Commissioning Executive - The key decision making group responsible for developing commissioning strategies which identify how resources can best be used to ensure the delivery of cost effective, high quality services across all agencies. Implicit is an understanding that services should

be based on an in-depth knowledge of local need linked to known risk factors combined with local and national data (about need, including unmet need, and about effective interventions). This will lead to improved outcomes and results for all children and young people. The Executive meets approximately every 6 weeks.

- The Children and Young People’s Stakeholder Partnership - This has been formed with a broad multi-agency membership. It meets twice a year. The decisions of the Commissioning Executive are informed by the views of the Children and Young People’s Stakeholder Partnership.
- Seven Commissioning sub-groups of the Executive ensure good outcomes for children and young people through improved partnership working. All these groups seek to maximise the involvement of children, young people, parents and carers and ensure that service delivery/re-shaping of services takes account of their needs and views.



Notes:

- It is a statutory duty to have a Child Poverty Group.
- We have an Autism Multi-Agency Strategy Group in line with NICE guidance. This links with the Disability/SEN group.
- An Anti-bullying group meets and links with the Emotional Wellbeing and Mental Health group.

Appendix two: Thresholds of need – the “Windscreen” diagram

Level 1: Children and young people who make overall good progress in all areas of their development. These children are likely to have a protective environment where their needs are recognised and well met. These children require **no additional support beyond that which is universally available**. A common assessment is not needed for these children.

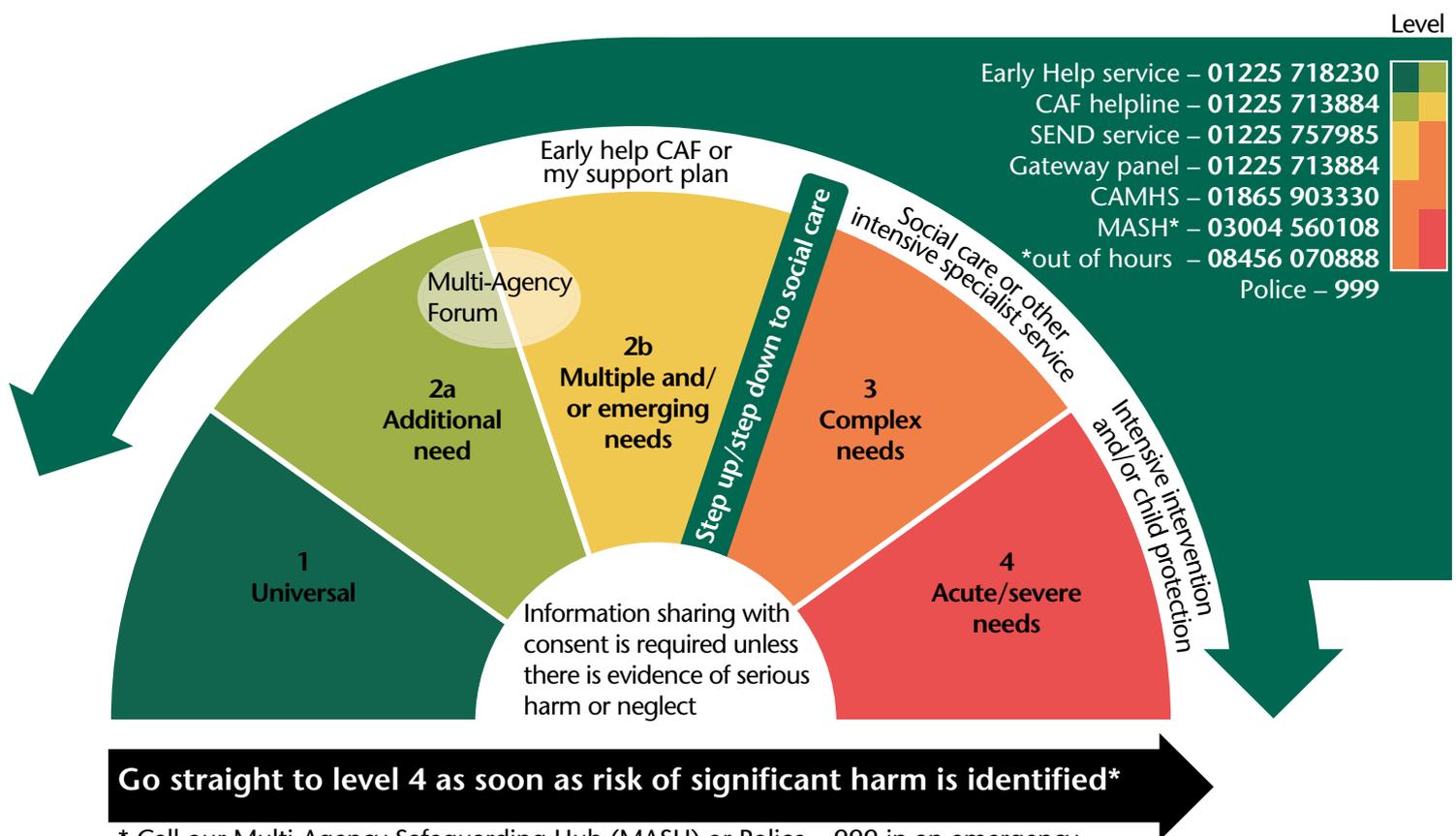
Level 2a: A child or young person would fall within this band if they can be defined as **needing some additional support from a single service without which they would be at risk of not meeting their full potential**. The support they need may relate to their health, educational or social development. If ignored these issues may develop into more worrying concerns for the child or young person under level 2 or 3.

Level 2b: Children and young people who fall into this band would be defined as **having needs that are complex in range, depth and significance**. It is likely that if these needs are not met their health, social development or educational attainment may be significantly impaired and they may have poor long term

outcomes. Children in this band may be very vulnerable or living in considerable adversity. A child in this band will need the support of more than one professional. A CAF will be completed and the **lead professional** will ensure that support and services for a particular child are coordinated and provided in an integrated, effective way through putting in place a Team around the Child (TAC).

Level 3: A child or young person who falls into this band is defined as **requiring specialist help**. It is likely that for these children their needs and care are at present very significantly compromised. Only a small proportion of children will fall within this band. These children will be those who are highly vulnerable or living in the greatest level of adversity. Children at this level will require specialist assessment and support from statutory services for example social care, CAMHS, YOS, and SEN.

Level 4: represents children and young people with acute needs. This will require a specialist or statutory integrated response. This is also the level at which child protection intervention is necessary and in many cases a joint social worker and police investigation is required (Section 47 Children Act 1989) followed by multi-agency protection planning.



* Call our Multi-Agency Safeguarding Hub (MASH) or Police – 999 in an emergency

Appendix three: Outcomes scorecard

Outcome	Indicator
All children and young people make the best possible start in life.	<ul style="list-style-type: none"> • % of children achieving a good level of development in their Foundation Stage Profile.
All children and young people are safeguarded.	<ul style="list-style-type: none"> • Hospital admissions caused by unintentional and deliberate injuries to children and young people 0-14 years (rate per 10,000 population) • Hospital admissions caused by unintentional and deliberate injuries to children and young people 15-24 years (rate per 10,000 population) • Number of children on a child protection plan and rate per 10,000 children • Children becoming the subject of a child protection plan for a second or subsequent time • Preventable child deaths (modifiable child death reviews).
More children and young people are able to remain with their families when safe to do so.	<ul style="list-style-type: none"> • Number of children in care and as a rate per 10,000 population under 18 years old.
More vulnerable children and young people are able to achieve outcomes and progress in line with their peers.	<ul style="list-style-type: none"> • % children with free school meals with a good level of development at Early Years Foundation Stage Profile • % disadvantaged children achieving Key Stage 2 L4+ Reading, Writing and Maths • % disadvantaged children achieving 5+A*-C GCSEs including English and Maths • % children with a SEN statement/Education, Health and Care Plan achieving Key Stage 2 L4+ Reading, Writing and Maths • % children with a SEN statement/Education, Health and Care Plan achieving 5+ A*-C GCSE including English and Maths • % children in care achieving Key Stage 2 L4+ Reading, Writing and Maths • % children in care achieving 5+A*-C GCSEs including English and Maths.
More children and young people live above the poverty line.	<ul style="list-style-type: none"> • Proportion of children under 16 living in poverty.
More children and young people benefit from a healthy lifestyle.	<ul style="list-style-type: none"> • Infant mortality per 1,000 live births • % take up Child Development check at 2-2.5 years • Excess weight among primary school age children in Reception Year • Excess weight among primary school age children in Year 6.
All children and young people are equipped with skills, knowledge, opportunities and attitudes to make a successful transition to adulthood.	<ul style="list-style-type: none"> • % children achieving Key Stage 2 L4+ Reading, Writing and Maths (whole cohort) • % children achieving 5+A*-C GCSEs including English and maths (whole cohort) • % 16 to 18 year olds who are not in education, training or employment (NEET) • Under 18 conception rate per 1,000 girls (15-17 years).

Appendix 4: Glossary

Attachment	An enduring emotional bond that involves a desire for regular contact and distress during separation.
ASC	Autistic spectrum conditions.
Baby Steps	An intensive antenatal education and support programme for vulnerable first time parents to develop their parenting skills and attachment to their babies.
Better2gether	Early education funding in Wiltshire for two year old children.
CAMHS	Children and adolescent mental health service.
CEIAG	Careers education, information, advice and guidance.
Commissioning	The process whereby partners make decisions about the needs of their population and how they should be met. It involves activities at strategic level: assessment of needs; setting priorities and targets, allocating resources and developing commissioning strategies, securing services from providers; and monitoring and evaluating outcomes.
CSE	Child sexual exploitation.
Family Nurse Partnership	A programme for vulnerable first time parents under 18 years which provides structured home visits delivered by specially trained family nurses from early pregnancy until the child is two.
Hidden Harm	Describes children and young people born to and/or living in households where there is alcohol and drug misuse, including misuse of over-the-counter and prescribed medication.
LEP	Local Economic Partnership.
MAFs	Local multi-agency forums.
Mindfulness	An integrative mind/body approach to help manage thoughts and feelings.
MOTIV8	A drug and alcohol treatment service, offering support and guidance to young people under the age of 18 who live in Wiltshire who are using drugs and alcohol.
NEET	Stands for not in education, employment or training. It is a measure of the non-participation of young people in structured provision post-16.
PSHE	Personal, social, health and economic education.
Resilience	Dealing with stress, coping with change, getting over things quickly, and being able to “bounce back”.
Safeguarding	Protecting children from harm; preventing impairment of their health and development, ensuring they grow up in safe and effective care and have optimum life chances.
SEND	Special educational needs and disabilities.
STEM	Science, technology, engineering and mathematics.
Troubled Families	A programme that seeks to transform the lives of our most troubled families through highly targeted approaches that work with the whole family.
Vulnerable	Indicates that the children in the categories described are not inevitably disadvantaged compared with other children but are at significantly greater risk of so being.

Footnotes

1. These figures are as at 2012
2. Young People's Mental Health Conferences 'Be Kind to Your Mind', February 2012
3. Healthwatch Report, January 2014
4. Review of Positive Leisure-Time Activities, May 2014
5. You Said, We Did, April 2015
6. Emotional Wellbeing and Mental Health Strategy Consultation, March 2014
7. Young Carers Strategy consultation, 2012
8. Wiltshire Youth Disabled Group film, March 2015
9. Anti-bullying Strategy consultation, November 2012-February 2013
10. The Promise Survey, March 2013
11. ZeeTee Conference, June 2013
12. Child Health Service Consultation, 2014
13. Healthwatch Report, January 2014
14. You Said, We Did, April 2015
15. The Promise Survey, March 2013
16. Your Voice audit, January 2015
17. Wiltshire Youth Disabled Group film, March 2015
18. Review of Positive Leisure-Time Activities, May 2014
19. Emotional Wellbeing and Mental Health Strategy Consultation, March 2014
20. Wiltshire Youth Disabled Group film, March 2015
21. Child Health Service consultation, 2014
22. Healthwatch report, January 2014
23. Children in Care Council Annual Report, March 2015
24. Children in Care Council Annual Report, March 2015
25. You Said, We Did, April 2015
26. Review of Services for children and young people in Wiltshire with autistic spectrum disorder, February 2013
27. Late intervention spending is defined by the EIF as "the short-run fiscal cost of acute, statutory and essential benefits and services that are required when children and young people experience severe difficulties in life"
28. "Spending on Late Intervention: how can we do better for less". Early Intervention Foundation: Haroon Chowdry and Carey Oppenheim February 2015



Information about Wiltshire Council services can be made available on request in other languages and formats such as large print and audio. For this or more information about this service or other Wiltshire Council services please contact the council by telephone on **0300 456 0100** or email **customerservices@wiltshire.gov.uk**