



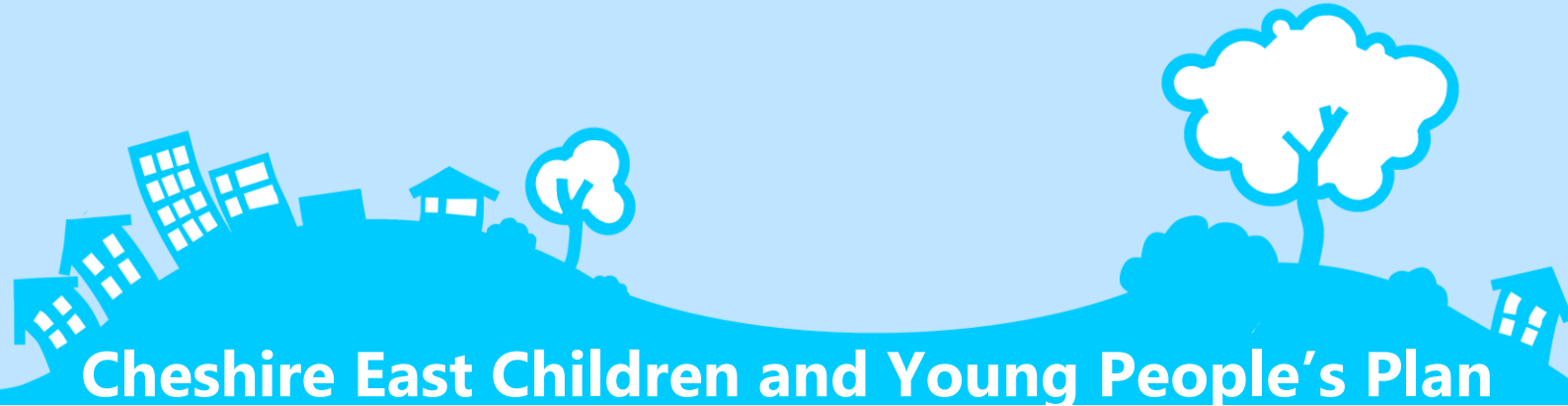
Cheshire East Children and Young People's Plan



2014 - 18



Cheshire East
Children & Young
People's Trust



Cheshire East Children and Young People's Plan

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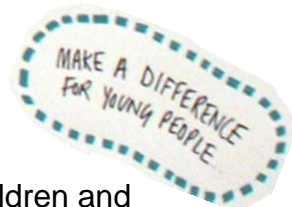
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Cheshire East Children and Young People's Plan

1. Foreword

Welcome to the Cheshire East Children and Young People's Plan 2014-18.



In Cheshire East we are committed to making a difference to the lives of children and young people in our communities. We want Cheshire East to be a great place for people to live, learn, work and relax; where all children and young people feel included and listen to. We want Cheshire East to be a place where children and young people thrive, are safe from harm, feel physically and emotionally healthy, have access to outstanding education and feel prepared for and excited about adulthood.

This Children and Young People's Plan comes at a time of significant change but we retain our commitment to placing the needs of ALL children, young people, families and communities at its centre. It has been shaped by the views and insights of children, young people and their families aligned to the grounded experience and knowledge of those who provide services across the borough.

This Children and Young People's Plan builds on the platform of our Health and Wellbeing Strategy as our collective commitment to continue to improve outcomes for all, with a targeted approach to improving outcomes for certain groups where they lag behind their Cheshire East counterparts.

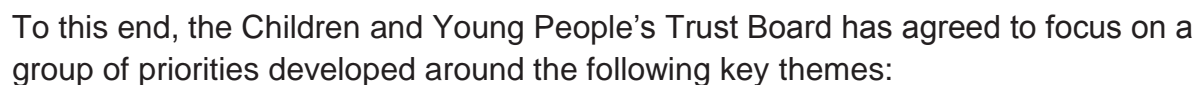
Its development at this time represents an opportunity for agencies to examine how we seek new insights and innovative approaches to address inequality and promote aspiration, how we move into a new spirit of partnership collaboration in the current climate, and how we promote the inclusion of all children and young people. In this context the plan seeks to avoid imposing solutions. Rather it advocates a positive approach that places a strong emphasis on children's rights and further engagement, participation and empowerment of children, their families and communities in both determining priorities and providing effective outcomes for all local children.

We hope everyone who reads this plan will feel inspired and motivated to reach for excellence, as everyone has a role to play in making our vision a reality.

BECOMING THE BEST PARTNERSHIP

2. Vision and Ambition

This plan embodies the partnership's ambition to provide strong collaborative leadership to deliver good outcomes for all and protect the most vulnerable, in a culture that listens to and acts on the voice of children and young people and where all frontline practice is consistently good, effective and outcome focused.

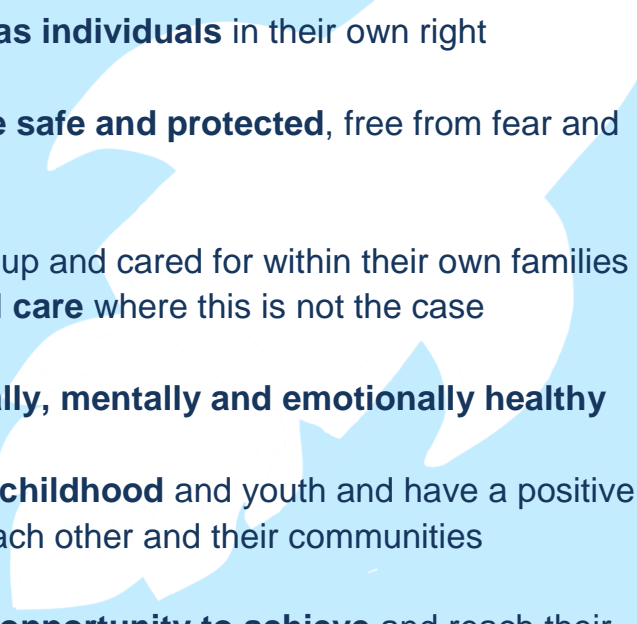
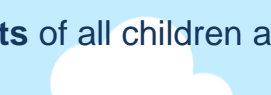


- **Children and young people at risk and providing help to families early**
- **Healthy and resilient young people**
- **Young People equipped and excited to enter adulthood**
- **Children, young people and young adults with special education needs and disabilities**
- **A borough that respects children's rights**



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Our Shared Ambition in Cheshire East is that:

- Children and Young People are **valued as individuals** in their own right
 - Children and Young People **feel and are safe and protected**, free from fear and danger
 - Children and Young People are brought up and cared for within their own families wherever possible but **experience good care** where this is not the case
 - Children and Young People are **physically, mentally and emotionally healthy**
 - Children and Young People **enjoy their childhood** and youth and have a positive experience of social engagement with each other and their communities
 - Children and Young People have **every opportunity to achieve** and reach their potential and enjoy their school and learning experiences
 - Children and Young People **have a say in the services they receive** - and **see meaningful participation as their right**
 - Children, young people, their families and services **work together to meet individual needs** and problem solve, and support is based on their lived experience
 - Young People are supported into adulthood **able to shape their own destiny**
 - The borough **celebrates the successes and achievements** of all children and young people
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Cheshire East Children and Young People's Plan

3. Context for this Plan

The Children and Young People's Plan (CYPP) is our single strategic and overarching plan which sets out how partners across the Local Authority, Health Services, Education, Justice and the voluntary and community sector intend to achieve improvements in outcomes for the borough's children, young people, young adults and their families.

The Plan is strategically aligned to the work of the Cheshire East Health and Wellbeing Board and sets out how we aim to support children to get the best start in life. The plan does not seek to capture every service or initiative. Instead, it provides a strategic framework for local activity, setting out our ambition, our shared sense of purpose and direction and will be supplemented by a range of underpinning strategies and action plans and reflected in the plans of partner agencies.

National Context:

This Plan has been written in the context of major reform locally and nationally, which has reshaped the policy and delivery environment for children and young people. This includes:

- A refocus of the safeguarding of vulnerable children and families, and growing understanding of the experiences of young people and the risks they face, such as sexual exploitation and online safety.
- Transformation of the system of support for children and young people with special educational needs and disabilities, aimed at improving the experiences of families with a more joined up and personalised approach to the health, education and care services they receive.
- Major reform of health services included the establishment of Health and Wellbeing Boards, development of GP led Clinical Commissioning Groups and NHS England, and transfer of Public Health Services to Local Authorities with the requirement to address the Public Health Outcomes Framework and other national Frameworks.
- Reduction in public spending in a challenging economic environment, which means that all partners have to take some difficult decisions on priorities.



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- A greater focus on helping families earlier, particularly in the early years through initiatives such as free childcare for vulnerable 2 year olds, and those families with multiple and complex needs.
- Changes to the educational system to greater school autonomy, and new education providers such as academies and free schools.
- Enhancing public scrutiny with, for example, the introduction of new Police and Crime Commissioners.

Local Context:

Cheshire East is a generally affluent area, recently announced as the 'best place to live in the North West'¹. It is a growing borough, with over 370,100 residents in the borough with 74,900 children and young people aged 0-17 in Cheshire East, which is approximately 21% of the total population. It is a borough in which most flourish against the indicators which define a good childhood.

Despite this, some of our neighbourhoods also count among the most deprived, which translate to very real inequalities in the lives of some families. Approximately 12.5% of children under 16 live in poverty, around 8,000 children, mainly around the towns of Crewe and Macclesfield but there are pockets of deprivation in some of the smaller rural areas of the borough. Just under 3,900 (8.6%) of school children are from a minority ethnic group and 16% have some form of special educational need.

Equally, for those who face additional risks and challenges we need to re-double our efforts to effect improvement. This Plan sits alongside our Children's Improvement Plan 2014 and the Cheshire East Safeguarding Children Board Business Plan which together set out our joint priorities, and a system of accountability, to improve the safety of children and young people in the borough.

¹ Annual Halifax Quality of Life Survey



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Through these Plans we have agreed 3 joint aims which are:

- **Frontline practice is consistently good, effective and outcome focused**
- **Listening to and acting on the voice of children and young people**
- **The partnership effectively protects and ensures good outcomes for all children and young people in Cheshire East**

As a whole partnership we will drive improvement by focusing on these joint priorities. This will ensure that improvements to partnership working are aligned and made across all aspects of children's services from commissioning to delivery, from universal to specialist services.





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4. What do children and young people say about growing up in Cheshire East?

In Cheshire East we recognise the value in understanding from young people themselves what life is like and children and young people were invited, through schools, to take part in a [Good Childhood Conversation](#). Approximately 2,800 children took part in this survey and 800 were involved in face to face consultations on the key findings of the survey.

In line with the national findings, Cheshire East children and young people confirm that it is the nature and strength of their relationships with their family, friends, school staff and other adults known to them that has the greatest impact on wellbeing.

The survey results indicate that:

Overall wellbeing amongst children in Cheshire East is a little higher than the national average and that whilst there were some differences in results within Cheshire East they were not of any real significance. However the survey shows that for around 10% of children and young people their responses suggest they have low wellbeing. This is in line with the national average.

The key differences are in age and gender. Primary age children are generally happier with life than the national average. This level of happiness drops in line with the national average as children grow older, except for girls the drop is more pronounced and takes their wellbeing below the national average.

The life satisfaction results also show a slightly higher level of satisfaction than the national average.

As with wellbeing, life satisfaction drops as children move into adolescence, this is the case for Cheshire East, which is in line with the national average.



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There are differences in how children feel about specific areas of their lives.

In most areas of wellbeing boys are happier than girls, particularly at secondary level. The key difference is in how girls feel about their appearance and how much they worry about their looks. The concerns girls have about their appearance is mostly influenced by the comments and judgements they make on each other and particularly by the observations boys make about girls. Consultation suggested that boys are generally unaware or unaccepting of the way their comments affect girls and their self-esteem.

"There is a lot of pressure to look good, you get called names no matter what, people always say stuff behind your back, boys always call you ugly if you have spots, or a slag if you wear makeup" - year 8 girl

"Many girls and boys have started to think it's acceptable to call each other nasty names, but it's horrible" - girl year 8

In most areas of wellbeing, children and young people in Cheshire East had similar or higher scores than the national average. This was significantly higher in how they felt about their possessions and things that they own. In how they felt about their health, they were lower.

"It's not hard to choose between a burger and broccoli – you would choose a burger" - boy year 8

"There are not enough healthy inspired cafés" - year 8

"In my village there are a lot of ways to stay healthy because there are lots of jogging places and walking areas. It is also affordable to be active" - year 7 girl

"Mostly it's very expensive to buy fruit and healthy food. In Bollington there are mainly takeaways" - year 8



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On their local area, the desire for more shops and an overall sense of safety was consistent across the authority. At primary age some children were bothered about traffic and cars, they had little sense of what a youth club was or what they offered, and they wanted friendlier adults. At secondary age there was a consensus that more shops meant more places to go, there was little interest in youth clubs and designated youth space and young people generally felt safe and unaffected by crime.

"There are lots of activities I like football at the park" - boy year 8

"There are quite a few fast food places in Poynton. There is a pub so people will smoke and drink" - year 8 girl

"It's boring, there isn't much to do there and they don't open up the hall so we can play football, and it's £2.50" - year 9 boy

"Costa is somewhere to go" - year 7

"It's not safe people come speeding around in cars and it's a rough area there are scary places on the estate" - year 7 boy

On their experience of school, as with the national average, primary age children are more content with school than secondary but in general, children in Cheshire East have average or a little higher than average levels of happiness about school. Girls tend to be less happy than boys.

"I feel sad at school all the time. It is hard to fit in at school because other people make you feel bad/ poo about yourself (especially the populars) There should not be people which think they are better than you. I don't have many friends"- girl year 9

"It's different from primary school; I find it really hard to keep on top of all the homework" - girl year 7



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5. What's going well and what do we need to think about?

Our Joint Strategic Needs Assessment ([JSNA](#)) confirms that most children and young people do well in Cheshire East with positive outcomes which provide them with the skills and opportunities to progress in adulthood. Across health, attainment, and safety young people's outcomes are generally better than their counterparts nationally and significant progress has been made in areas such as narrowing the gap for children with special educational needs, increasing the numbers of young people who go onto employment, education or training and diverting young people away from the youth justice system.

What's going well?

- ✓ More than 96% of babies are fully immunised during their first year of life 56% children start school with good level of development
- ✓ 81% of pupils leave primary with expected level of achievement
- ✓ 2/3rds young people leave secondary school having a good level of qualification
- ✓ Top quartile nationally for A level
- ✓ Attendance at school is high
- ✓ The gap between Special Educational Needs (SEN) pupils and non-SEN is reducing at secondary and now below the gap nationally
- ✓ Improved quality and timeliness in the planning and assessment for help and protection
- ✓ Improving child centred practice
- ✓ Decrease in the number of inappropriate referrals to children's social care
- ✓ Reducing number of children in care
- ✓ Good health outcomes for cared for children
- ✓ Reduction in the numbers of young people who do not progress into education, employment or training to 3.5%



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- ✓ Continued reduction in the teenage conception rate to 23.3 conceptions per 1,000 women aged 15-17 which is significantly better than the England average of 30.7.
- ✓ Significant year on year reduction in the numbers of young people coming into contact with the youth justice system for the first time which now stand at 85.
- ✓ There has been only one ASBO in past three years, less than 1% are convicted of a crime
- ✓ Additional investment in promoting the rights and involvement of children and young people
- ✓ Significant progress made to improve adoption timescale, over 50% of children wait less than 18 months between entering care to moving in with their adoptive parents

What do we need to look at?

In summary, the key issues emerging from the needs assessment as areas for improvement are:

- Children and young people in *particular areas* of Cheshire East do not do as well as their local counterparts across a range of outcomes such as attainment, teenage conceptions and delivery, levels of child protection referrals, youth offending, not in education, employment or training (NEET), breastfeeding continuation levels etc. These tend to cluster most obviously around wards in Crewe and Macclesfield and in small clusters spread out across the borough, both around the main towns and in small rural pockets.
- Variations of experiences and outcomes for children and young people with additional needs, i.e. children with Special Educational Needs or Disability (SEND), long term conditions, cared for children, young carer, offenders and black, minority ethnic (BME) groups do less well. The attainment gap for these particular groups is in some cases bigger than the national gap average.
- Levels of unsafe risk taking behaviour with higher than the national average rates of hospital admissions for alcohol/substance misuse and self-harm.
- High numbers of children and young people on child protection plans for emotional abuse and neglect. Overall the number of Child Protection Plans has



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increased significantly since 2011 and the percentage of cases where neglect is a key feature as reduced from a high of 63% to 49%. Despite this neglect remains however, the highest category of referral. Domestic abuse remains a feature for a number of children and young people.

- Accidents and deaths in road traffic accidents are significantly higher than the national average.
- Cared for children who report lower levels of emotional health.

More detailed information can be found in the [JSNA](#).





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6. What are our priorities?

The following pages set out the priorities agreed by partners, and each section covers why we have chosen to focus on this issue, what we plan to focus on and how we will assess whether we are making a difference. The priority outcomes for 2014 -18 are:



1. Children and young people will be **actively involved in decisions** that affect their lives and communities
2. Children and young people **feel and are safe**
3. Children and young people experience **good emotional and mental health and wellbeing**
4. Children and young people are **healthy and make positive choices**
5. Children and young people **leave school with the best skills and qualifications they can achieve** and the **life skills they need to thrive** into adulthood
6. Children, young people and young adults with additional needs **have better chances in life**

Underpinning these priority outcomes are our Partnership's 3 aims:

- **Frontline practice is consistently good, effective and outcome focused**
- **Listening to and acting on the voice of children and young people**
- **The partnership effectively protects and ensures good outcomes for all children and young people in Cheshire East**



Cheshire East Children and Young People's Plan

Priority One:

Children and young people will be **actively involved in decisions** that affect their lives and communities

Why is this important in Cheshire East?

Our ambition is for all children and young people to be active citizens who feel they have a voice on the important issues affecting them and their community and can influence decision making and community life. In July 2014, Cheshire East Children and Young People's Trust agreed a strategy which sets out the commitment of partner agencies to respect and champion children's right to have a say.

What will we do:

This priority will focus on:

- ✓ Equipping the children's workforce in Cheshire East with the skills and knowledge needed to support effective engagement and participation
- ✓ Supporting children and young people to develop the skills and confidence to participate
- ✓ Supporting Cheshire East Youth Council to become the credible and democratic forum in the borough with a mandate to speak for all children and young people.
- ✓ Addressing barriers preventing children and young people from participating, particularly those that are rarely heard.
- ✓ Ensure that children and young people have a consistent experience of participation throughout their childhood and adolescence



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How will we know we've been successful?

When Children and Young People tell us:

- they have a good understanding of children's rights, according to the United Nation Convention on the Rights of the Child
- they are treated fairly and feel respected
- they have their basic rights met
- they can express their views, feel heard and are actively involved in decisions that affect their lives and they are positive about the impact it has on them as an individual
- there are increasing numbers actively participating, including children and young people from more diverse backgrounds
- more young people are voting in the youth council elections
- the Cheshire East Youth Council is active and represents the views and interests of children and young people in the borough
- they can see their views reflected in strategy, projects, reports etc
- they see positive media stories about how children and young people have taken the lead
- they know the outcomes from their involvement

When adults tell us:

- they have a good understanding of children's rights, according to the United Nation Convention on the Rights of the Child
- participation is the way we do things not seen as an extra or an add on
- they have adopted the Cheshire East 5 Star Participation Standards
- they can evidence improved practice and this is informed by children and young people
- we are seen externally as a place with exemplary practice
- that external inspections and reviews reflect that the voice of the child is consistently gathered and acted on



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Strategies and Plans

Cheshire East Participation Strategy

Who will be involved?

Children and Young People's Trust Board
Participation Network





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Priority Two:

Children and young people feel and are safe

Why is this important in Cheshire East?

Most children and young people in Cheshire East grow up in a safe, loving environment, in families who provide them with the care and support they need to thrive, and in communities which support them. For those families where this isn't the case, it is particularly important that we are able to reduce levels of risk to children and help families to reduce the impact of them and to prevent problems from reoccurring. The borough's Early Help Strategy is focussed on targeting families when difficulties emerge in order to prevent problems from becoming entrenched or escalating. Universal services, such as Schools, GPs, Health Visitors, and Children's Centres are critical in helping to identify children early so that help can be offered quickly.

In Cheshire East approximately 200 children, where there are concerns that there is a risk of harm, are referred to Children's Social Care each month and the borough has 333 children in care, 270 children subject to a child protection plan and 1250 Children in Need. Of these we know that:

- Emotional abuse on average accounts for around 30% of all Child Protection cases. This is in line with our statistical neighbours but slightly lower than the England average of 33%
- Neglect cases, where there is a persistent failure to meet a child's basic physical and /or psychological needs account for 56% of cases on average, which is higher than our statistical neighbours (44% on average) and Northwest (39% on average). This is in line with national patterns
- Currently there are around 120-130 children with Child Protection Plans in place for neglect, with a possible 25% of unidentified need
- The number of children on a Child Sexual Exploitation Plan has increased in Cheshire East since 2012-13.
- Numbers of children subject to a Child Protection Plan have been increasing.
- Numbers of children entering into care are increasing, however, overall the total numbers continue to reduce locally and are low by national rates.



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We know that children who are exposed to abusive or violent behaviour may suffer a range of harmful effects and we need to work together as partners to ensure that children are protected from the negative impacts of domestic abuse. Local information tells us that reported incidents of domestic abuse are increasing, with some 350-400 residents identified annually as being at 'high risk' and meriting proactive safety interventions. High risk cases are believed to represent some 10% of the total number of those who experience abuse or violence. Young women with young children are Cheshire East's largest cohort of high risk families.

Road traffic accidents are an important cause of death or serious injury in children and young people. 60 children were killed or seriously injured on Cheshire East's roads between 2010 and 2012, and the local rate is nearly 50% higher than the national rate.

What will we focus on:

As partners we are clear that supporting the most vulnerable through effective help and protection is a shared responsibility and through this we intend to focus on the following

- ✓ Ensuring that there is a strategic commitment to safeguarding in all agencies and improve communication direct to front line staff
- ✓ Improving the awareness, understanding and recognition of risk
- ✓ Reducing levels of risk to children and young people through early help
- ✓ Improving the effectiveness of interventions to tackle neglect and domestic abuse
- ✓ Re looking at the model of support and intervention for children in need
- ✓ Reviewing actions and interventions to keep children and young people safe on our roads
- ✓ Supporting children and young people to develop skills and knowledge to keep themselves safe
- ✓ Improving destinations for cared for children
- ✓ Improving online safety
- ✓ Working with children and young people to improve our understanding of the safeguarding issues facing children and young people



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How will we know if we are successful?

- ✓ Less children and young people need to be cared for
- ✓ Children who are cared for will have the right destinations, including more children leaving care to return to their family and friends/wider community or adopted
- ✓ Less children and young people who need protecting
- ✓ Less children and young people killed or injured on Cheshire East roads
- ✓ Reduction in repeat incidents of neglect or domestic abuse.
- ✓ Increase in the number and quality of CAFs across partners
- ✓ Families report that Early Help is timely and effective
- ✓ Children and young people report feeling safer

- ✓ Frontline practice is consistently good, effective and outcome focused
 - All practitioners are skilled in safeguarding practice and can act on children's expressed views
 - Information sharing is effective
 - CAF is embedded across partners.
 - Children and young people are able to build trusting relationships with professionals.
 - Children have access to information, know their rights, have their say and make choices, and understand how decisions about them are being made.

- ✓ Children and young people are listened to and their voice acted on
 - Adults recognise that children and young people have views, wishes and feelings and an interest in their own protection
 - Children are respected as individuals and their voices are heard separately from their parents
 - Workers are skilled at gaining the wishes and feelings of all children and young people and are confident that these are heard and acted on
 - Participation of children and young people is embedded and their experience and insight is used to shape service improvement



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- ✓ The partnership effectively protects and ensures good outcomes for all children and young people in Cheshire East
 - The LSCB effectively monitors and challenges the role of partners in protecting children from harm or risk of harm
 - Safeguarding and child protection needs are prioritised in relevant Partnership Strategies
 - The Partnership has a clear understanding of the quality of life and wellbeing of children and young people in Cheshire East and the barriers to their potential
 - There is an effective Early Help Offer agreed across partners agencies

Strategies and Plans

Children's Improvement Plan 2014
Cheshire East Safeguarding Board Business Plan 2014
Cheshire East Neglect Strategy
Cheshire East Early Help Strategy
Cheshire East Participation Strategy
Cared for Children Strategy
Domestic Abuse Strategy 2015-17
Health and Wellbeing Strategy

Who will be involved?

Cheshire East Safeguarding Children Board
Safer Cheshire East Partnership
Cheshire East Road Safety Executive
Early Help Children's Trust Sub Group
Youth Management Board



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Priority Three:

Children and young people experience good emotional and mental health and wellbeing

Why is this important in Cheshire East?

The mental health and emotional wellbeing of children and young people is vitally important to both a good experience of childhood and adolescence and in determining long term health into adulthood. There is a growing body of evidence of increased episodes of young people experiencing poor emotional mental health and wellbeing that are not being addressed appropriately (or at all). It is estimated that between 10 to 15% of children have a mental health problem, which would equate to between 8,000 and 12,000 children and young people in Cheshire East.

Early help is critical. Over half of all adults with mental health problems were diagnosed in childhood but less than half of these received appropriate treatment at that time. The Cheshire East Good Childhood Enquiry 2014 suggests poor levels of self-esteem and confidence affecting 1 in 10 young people, with particular issues for young women. Poor self-image and sense of self-worth can, without the right support, result in a range of negative and dangerous behaviours including self-harm and suicide. As a private act, the extent self-harm is not known, although national estimates suggest that around 1 in 12 children deliberately self-harm. In Cheshire East we know that we have higher than average numbers of hospital admissions for self-harm. There will be many reasons for this and young people tell us that it is important that adults focus on why rather than the act but all forms of abuse will impact hugely upon emotional mental health and wellbeing, as will experiences of neglect, both of which are a feature in the lives of some children and young people in the borough.

Experiences, often beyond your control, can also contribute poor emotional and mental health and wellbeing. Being a young carer or being placed in care can expose a young person to experiences and feelings they are not fully equipped to deal with. Similarly being involved in anti social behaviour or the youth justice system can leave young people vulnerable to poor health outcomes, lack of self-worth and at



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risk of isolation. It is so important to identify who these young people are and support them to break the cycle they are in and provide choices and alternative futures.

What young people tell us is that mental health needs to be in the mainstream with more discussion and debate which influence how mental health is perceived.

What will we do:

- ✓ Work with young people to improve resilience.
- ✓ Develop environments which support good emotional health and wellbeing
- ✓ Promote young people led approaches for example peer support/advocacy, peer mentoring.
- ✓ Provide more effective support for children and young people who are at risk of poor emotional or mental health.
- ✓ Improve young people's experience of transition as a key time of risk.
- ✓ Work to reduce the incidence of anti-social behaviour and youth nuisance
- ✓ Undertake a "whole systems" review of the support system, including level, range and variety of provision, accessibility, integrated working high risk cases and crisis care.
- ✓ Joint commissioning of early intervention support.
- ✓ Implement the recommendations from the thematic review into suicide and self-harm by young people in Cheshire East.
- ✓ Improve the capacity and confidence of the children's workforce to support young people with poor emotional health



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How will we know we've been successful?

- ✓ Increase in the number of young people who report good levels of emotional health
- ✓ Children and young people are aware of what services and support is available
- ✓ Reduction in hospital admissions for self-harm
- ✓ Increase in the number of cared for young people who report good emotional and mental health and wellbeing
- ✓ Number of appropriate referrals to CAMHS and other Tier 3 & 4 services

Strategies/plans:

Health and Wellbeing Strategy
Youth Support Strategy
Early Help Strategy
Young Carers Strategy
CECSB Thematic Review Suicide and Self Harm
Cared for Children Strategy
Domestic Abuse Strategy 2014-16

Who's Involved?

Health and Wellbeing Board
Joint Commissioning Leadership Team
Youth Council
Early Help Children's Trust Sub Group



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Priority Four:

Children and young people are healthy and make positive choices

Why is this important in Cheshire East?

The first few years of life are a critical period for a child's development and we know that good health begins before birth. The health and wellbeing of an infant is directly related to parental health and health related behaviour. For example, smoking during pregnancy reduces the transfer of oxygen and nutrients between mother and unborn baby. In 2011/12, 15.4% in 2011/12 of Cheshire East women smoked throughout their pregnancy up until the time they delivered their baby, and whilst this has reduced over successive years remains higher than the England averages. Once a baby is born, exposure to second hand smoke significantly increases the risk of Sudden Unexpected Death in Infancy (SUDI) and exacerbates respiratory conditions, such as asthma, resulting in illness and time missed from school. In Cheshire East approximately 8,000 children live in poverty. Children in poverty are at increased risk of a range of poor health and social outcomes including adverse birth outcomes, obesity, diabetes, asthma, mental health problems and reduced access to healthcare⁴. Children of persistently poor parents are at risk of becoming poor adults themselves and any children they have are at risk of growing up in poverty.

Breastfeeding is a reliable marker for future health outcomes and has been found to significantly reduce the risk of certain infections as well as reducing the likelihood of childhood obesity and other long term conditions. Breastfeeding initiation rates have improved but disparities exist across the borough with the more deprived areas having the lowest breastfeeding rates. A baby born in Poynton for example is twice as likely to be breastfed than a baby born in Crewe.

In the case of children's health, good habits adopted early in life clearly have the most long lasting positive impact. Play development not only helps children with physical and social skills and physical activity contributes towards increased self-esteem, confidence and maintaining a healthy weight. Nationally there is concern about excess weight, in both children and adults, so children need to be equipped



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with the skills and knowledge to understand and implement good habits such as regular exercise, good nutrition and drinking water which will stand them in good stead to grow into strong, fit and healthy adults. Again there are real variations in the levels of healthy weight across the borough.

In Cheshire East there are around 3,650 children with one or more of the long-term health conditions and in the last five years we have seen a 20% increase in the number of children and young people with chronic respiratory disease. In some areas of the borough unplanned hospital admissions for paediatric asthma, diabetes and epilepsy are above national average figures.

As children develop into young people and then into adults they enjoy greater independence, and in this period of change begin to explore new experiences and lifestyle changes. During this process, young people may begin to engage in risk taking behaviour, and will set lifestyle patterns that may significantly affect their long term health outcomes. These choices are influenced by a wide variety of determinants and are often underpinned by the individual's environment and emotional wellbeing. Alcohol surveys suggest that higher numbers of young people (aged 14-19) in Cheshire East are drinking to harmful levels compared to nationally and there are higher than national rates of young people who we know in some areas the number of teenage conceptions remains high.

All of these areas are important for all children and young people but for some of our young people we need to pay particular attention as they are at times additionally vulnerable. The NSPCC estimates that a quarter of all babies in the UK have a parent affected by domestic violence, mental health issues or drug and alcohol problems. Children who have been in care, young offenders and young carers are all at risk of being exposed to things that do not contribute to good health and making positive choices. It is our collective responsibility to ensure this is not the case.



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What will we do:

- ✓ Develop a 'healthy family' approach
- ✓ Involve young people to ensure existing provision is diverse and appropriate including review of sexual health provision, recommission the school health service to become a 5-19 years healthy child service, and implement the new drug and alcohol services, targeting prevention and awareness raising amongst young people
- ✓ Work with NHS England to re commission the 0–5 years healthy child service and ensure a smooth transition to the council in October 2015
- ✓ Invest in local specialist support to avoid placing young people out of borough whenever possible
- ✓ Develop an Integrated Early Years Pathway with health, early years education and care services working together to ensure a seamless and joined up pathway
- ✓ Work with schools to promote good parenting and health and wellbeing
- ✓ Applying our early help philosophy in service provision for all mums to be
- ✓ Improve young people's experience of young adulthood and improve the transition between children and adult services
- ✓ Involve children and young people and their families/ carers in designing care pathways
- ✓ Reviewing our approaches to healthy weight

How will we know if we are successful?

- ✓ Reduced variations in health inequalities including maternal smoking prevalence, breastfeeding rates and reduced under 18 conception rates in key hot spot areas
- ✓ Reduction in the rates of hospital admissions for alcohol/ substance misuse related harm
- ✓ Reduction in the urgent care attendances for asthma, diabetes and epilepsy
- ✓ A reduction in admissions for asthma, diabetes and epilepsy
- ✓ An increase in the number of children cared for at home with complex health needs
- ✓ Reduction in delayed discharge for babies and children requiring supported care at home
- ✓ Reducing time spent in hospital by people with long-term conditions



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- ✓ Preventing lower respiratory tract infections (LRTI) in children from becoming serious
- ✓ Improving the patient experience of children and young people
- ✓ Reduced budget spend on out of borough or private care

Strategies/plans

Early Help Strategy
Health & Wellbeing Strategy
Young Carers Strategy
Healthy Weight Strategy
Domestic Abuse Strategy 2014-16

Who is involved?

Starting Well Programme Board
Cheshire East Health and Wellbeing Board
Early Help Children's Trust Sub Group
Youth Management Board
Cheshire East Domestic Abuse Partnership



Cheshire East Children and Young People's Plan

Priority Five:

All children and young people leave school with the **best skills and qualifications they can achieve** and the **life skills they need to thrive into adulthood**

Why is this important in Cheshire East?

In Cheshire East we believe in delivering the best education to give our young people the best chance of succeeding in later life. The majority of children and young people in the borough make good educational progress in schools but we know that geographical differences exist across Cheshire and our positive achievement figures overall mask variations differences across the borough, which perpetuate into adulthood. This gap in achievement starts in the early years and over recent years has widened by the time young people leave school. GCSE achievement by children and young people eligible for Free School Meals has improved but remains below the local and national attainment overall. Although small in number, the gap for our cared for children is wider than their counterparts nationally.

The vast majority of young people in the borough progress in education, employment or training. However, again very real inequalities exist of some young people. In particular wards young people are twice as likely to become NEET and challenges exist for particular vulnerable groups including Care Leavers and Young Offenders and those with complex circumstances such as young people with mental health issues, disability or caring responsibilities. The Raising Achievement Strategy commits to a number of specific objectives to raise levels of achievement to improve overall performance, tackling any inequalities in provision across the Borough to accelerate progress rates for vulnerable groups, placing Cheshire East as one of the highest achieving Authorities in the country.



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What will we do?

- ✓ Improve the quality of provision in the Early Years Foundation Stage with effective support in the early years targeted to those children most at risk of underachievement
- ✓ Work with early years providers to ensure that there is sufficient high quality places in order that children eligible for the two year old offer take up their place.
- ✓ Implement an integrated pathway for children in the early years so that young children make good progress in their learning and development and that their families receive the support they need in order to improve outcomes for the lowest achieving at age 5.
- ✓ Further embed our Early Help offer to ensure children and families who require additional support can easily access services
- ✓ Strengthen transition from the Early Years Foundation Stage into Key Stage 1 to maximise achievement at KS1.
- ✓ Build a long term sustainable, education sector led model, securing good teaching practice, leadership and governance across the Cheshire East Education system through effective and creative school partnership arrangements. The role of Teaching Schools is key to the success of school to school support.
- ✓ Work with all schools to ensure an effective use of pupil premium funding in tackling variance in pupil outcomes.
- ✓ Promote digital inclusion.
- ✓ Provide targeted support for young people to secure their engagement and retention in education or training, particularly in light of the raising participation age expectation.
- ✓ Work with education providers and local employers to ensure young people have access to high quality educational provision and appropriate progression into training and employment including work experience opportunities and vocational training.
- ✓ Promote a 'curriculum for life' to improve young people life skills.
- ✓ Improve the range of local learning and progression opportunities to better meet the learning needs of young people with learning difficulties and/or disabilities.
- ✓ Ensure the Borough has sufficient school places and responds to localised demand.



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How will we know if we are successful?

- ✓ More children are ready for school with good social and emotional development.
- ✓ Increase in the number of schools and settings judged as Good or Outstanding by Ofsted.
- ✓ Children and young people have a positive experience of school
- ✓ More children and young people who experience disadvantage will attain in line with all other children locally and with similar groups nationally at all key stages but particularly at Key Stage 4.
- ✓ Increasing the numbers of young people achieving 5+ A*-C including English & maths and ensuring progress measures are maximised.
- ✓ Educational achievements of our Cared for Children will improve at all Key Stages but especially at Key Stage 4.
- ✓ Increase the numbers of disadvantaged young people who leave compulsory school with the skills needed to realise their particular talents and abilities and move onto meaningful education, employment or training.

Strategies and Plans

Raising Achievement Strategy
Cheshire East Early Help Strategy

Who will be involved?

Cheshire East Education Partnership Board
Youth Management Board
Early Help Children's Trust Sub Group



Cheshire East Children and Young People's Plan

Priority Six:

Children, young people and young adults with additional needs **have better life chances**

Why is this important in Cheshire East?

Approximately 16% of children and young people in Cheshire East have Special Educational Needs and/or disabilities (SEND) and we know that these children and young people often face a range of barriers that impact on their quality of life, wellbeing and future prospects. Pupils with SEND demonstrate good progress and achievement [insert XX%] and the gap in attainment compared with pupils who do not have SEND is closing [XX%, showing a X% improvement]. In Cheshire East young people with special educational needs or a disability are disproportionately represented in those who are not in education, employment or training (NEET) and those who come into contact with the youth justice system. We also know that for those with the most complex need who attend independent specialist colleges over the past 4 years, just 44% have achieved positive life outcomes such supported employment, supported living, progressing to further education and taking their place in their community. It is vitally important therefore that children with special educational needs and disabilities have access to greater opportunities and choices that help them achieve their potential as they move into adulthood.

The Children and Families Act 2014 provides us with an opportunity to re look at our approaches to children and young people with special educational needs or a disability. Our local programme aims to create the right culture of improvement and aspiration, shared ownership with children, young people and their families, and being clear about roles & responsibilities and expectations.





Cheshire East Children and Young People's Plan

What will we do:

- ✓ Work with families to maintain and develop the local offer of support and provision for children and young people who have special educational needs or disabilities and their families
- ✓ Improve the participation of children and young people with special educational needs or a disability, ensuring that they are involved in decisions that affect them
- ✓ Put children, young people and families at the heart of decision making.
- ✓ Implement a multi-agency approach to personalisation for SEND 0-25 and embed the new statutory assessment and Education, Health and Care Plan process.
- ✓ Enable families to have more choice and control through the introduction personal budgets for those who want them for children and young people with a EHC plan
- ✓ Establish joint commissioning arrangements that support the flexible approach of the new statutory assessment and planning process
- ✓ Improve planning and support for transition at all ages and stages
- ✓ Create more choice in post 16 education, employment and training opportunities in 'preparation for adulthood'
- ✓ Improve the capacity of all settings and services to deliver inclusive, holistic and personalised provision and ensure an effective continuum of provision that meets the continuum of needs and secures outstanding outcomes.



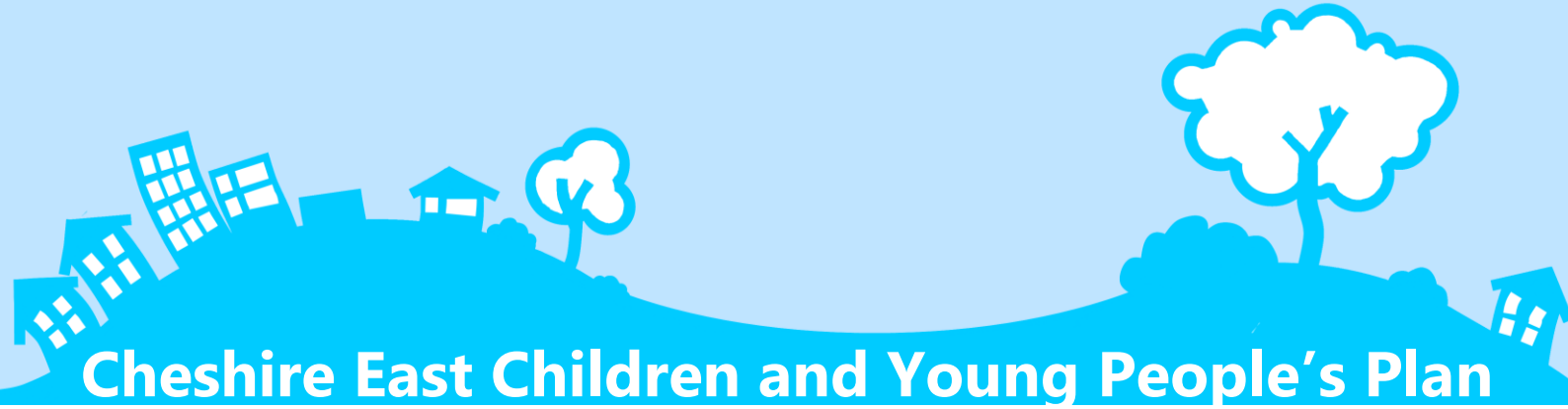
Cheshire East Children and Young People's Plan

How will we know we have been successful?

- ✓ Improving progress and achievement for children and young people with SEND and closing attainment gaps.
- ✓ Reduction in number of children and young people with special educational needs or a disability that are NEET
- ✓ Reduction in number of children and young people with special educational needs or a disability that come into contact with the youth justice system
- ✓ Children and young people and their families or carers report improvements in those outcomes identified in their Education, Health and Care Plans
- ✓ Children and young people make expected or better levels of progress and achievement
- ✓ Families report high levels of satisfaction with the Local Offer and they report that information is accessible and helpful. They have more choice and control over services and receive positive experiences.
- ✓ Children and young people with special educational needs or a disability report that they are respected as individuals and their voices are heard separately from their parents
- ✓ Participation of children, young people and families is embedded and report that their experience and insight is used to shape service improvement
- ✓ They report a positive experience of a personalised, joined up approach received from professionals and services
- ✓ The quality of life for people with Long Term conditions is enhanced
- ✓ The quality of life for carers is enhanced
- ✓ Reduction in premature deaths for people with learning disabilities

Strategies and Plans

Implementing a multi-agency approach to personalisation for SEND 0-25
Raising Achievement Strategy



Cheshire East Children and Young People's Plan

Who will be involved?

Life Course Programme Board
Joint Commissioning Leadership Team (JCLT)
SEND Multi-Agency Managers Group
Parent/Carer Forum



Cheshire East Children and Young People's Plan

7. How will we make this happen?

This plan sets out how the borough will support young people to get the best start in life, as set out in the Cheshire East Health and Wellbeing Strategy. It outlines how the Children and Young People's Trust aim to deliver these health and wellbeing improvements through our six priority outcomes. This Plan is very much a live document, and we will review its progress over its three year life. The Plan will be monitored by the Children and Young People's Trust Board (CYPT) or Cheshire East Safeguarding Children Board and progress reported to the Health and Wellbeing Board. The Partnership arrangements to deliver on our priorities comprise the following:

- The **Health and Wellbeing Board** provides the vision and coordinated drive to address the health and wellbeing needs of the local population of Cheshire East to reduce unacceptable and avoidable variations in health and healthcare. Children and families services come under the „Starting Well“ and „Living Well“ priorities of the Health and Wellbeing Board
- The **Children and Young People's Trust** is a partnership Board that aims to improve outcomes for all children and young people in Cheshire East through strategic leadership and decision making, determining joint priorities, joint planning, and ensuring integrated working. The Trust Board is supported by the **Early Help Children's Trust Sub Group and the Youth Management Board**.
- The **Participation Network** is a multi-agency group that brings together engagement and participation workers across the partnership to share and develop good practice and join up services.
- The Cheshire East **Safeguarding Children Board (LSCB)** and its **Executive Group** is an independently chaired statutory partnership board that works together to ensure that where children are harmed, or at risk of harm, all agencies actively cooperate to safeguard them and promote their welfare. The LSCB is supported by an LSCB Executive Group and a number of sub-groups that progress separate work streams of the LSCB Business plan.
- The **Joint Commissioning Leadership Team** brings together commissioning partners from the Local Authority, South Cheshire Clinical Commissioning Group, East Cheshire Clinical Commissioning Group and Public Health England to develop commissioning plans to deliver on shared health and wellbeing priorities.

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The following organisations are cosignatories to the Children and Young People's Plan, and are committed to ensuring that we achieve the outcomes that we have set out. This could be achieved through single agency activity or through joint working, commissioning or scrutiny, as appropriate.

 Cheshire East Youth Council	 Cheshire East Council	
 Cheshire East Local Safeguarding Children Board		 NHS South Cheshire Clinical Commissioning Group
 NHS Eastern Cheshire Clinical Commissioning Group		 plus dane group
 East Cheshire Association of Primary Head Teachers (eCAPH)		 Cheshire East Association of Secondary Head Teachers (CEASH)
 Cheshire Constabulary		 CHESHIRE FIRE & RESCUE SERVICE
 Guy Hayhurst Public Health		 Cheshire and Wirral Partnership NHS NHS Foundation Trust K. Langton-Flint Cheshire and Wirral Partnership
 Representing the voluntary, community and faith sector		 Macclesfield College



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People's Trust

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