



The **Big Plan 2**
www.thebigplan2.co.uk

Cambridgeshire's
Children and Young
People's Plans 2009-12



**Children's Workforce
Strategy 2009-2012**

Introduction

Welcome to Cambridgeshire's second Big Plan. This is an important document which sets out the ambitions that Cambridgeshire County Council and the public bodies in Cambridgeshire have for our children and young people.

The Big Plan is our way of ensuring that we deliver improvements to all of the services that children and young people receive so that they can thrive and reach their potential whilst still enjoying childhood, whatever their background. Of course ensuring our children remain safe is critical to all of this.

We have achieved a lot over the last three years – but looking at data and listening to what children and young people, parents and practitioners (in both the statutory and voluntary sectors) have said over the last year, we've identified four main areas for improvement and this plan sets out how we will tackle these.

The Big Plan makes all the public services involved in children's services accountable for achieving these priorities. These are not easy tasks, but I am confident we will meet the challenge and, importantly, that our children and young people will be better off as a result.

Cllr Martin Curtis

Lead Member for Children and Young People
On behalf of the Cambridgeshire Children and Young People's Strategic Partnership.

Contents

[What is the Big Plan 2?](#)

[Working together](#)

[What we have achieved and monitoring progress](#)

[What are the priorities?](#)

Priority 1

Priority 1.1

Priority 1.2

Priority 1.3

Priority 1.4

Priority 1.5

Priority 2

Priority 2.1

Priority 2.2

Priority 3

Priority 4

What is the Big Plan 2?

All local authorities, along with their partners, have the statutory responsibility to produce a Children and Young People's Plan. The Big Plan 2 is Cambridgeshire's second Children and Young People's Plan. The Plan sets the strategic priorities for children and young people's services and outlines how relevant organisations, working in partnership, plan to address these priorities. The Plan is developed and overseen by the Children and Young People's Strategic Partnership (CYPSP).

What is the Children and Young People's Strategic Partnership?

The CYPSP brings together representatives from a range of organisations and agencies. These organisations include: schools, colleges, the local district, city and county councils, NHS Cambridgeshire, health services, voluntary and community organisations, the Police, Fire Service, Jobcentre Plus and the Learning and Skills Council along with the Local Safeguarding Children Board (LSCB). The Partnership provides a forum for discussion and agreement of both strategy and practical action to improve outcomes for children and young people in Cambridgeshire. It is also responsible for delivering the children and young people's targets within Cambridgeshire's Local Area Agreement and supports joint work on government strategies such as Prevent and the child health strategy 'Healthy Lives, Brighter Futures'.

The CYPSP operates as a countywide group covering the Local Authority area for Cambridgeshire. It is supported by three area based Children and Young People's Partnerships for East Cambridgeshire and Fenland, South Cambridgeshire and Cambridge City, and Huntingdonshire who work with the District and City Council based Local Strategic Partnerships to deliver services for children and young people.

In November 2008, the Department of Children, Schools and Families provided new guidance on the role of Children's Trusts seeking to ensure faster improvements in outcomes for children and young people. During 2009, the Partnership will develop into a formal Children's Trust, with a Board led by members, trustees and non executive directors of the partner organisations, providing strategic direction and accountability. An executive group with the senior officers from the Partnership will support the Board and ensure that work is carried out. This development will meet the requirements of the new government guidance. The work plan to deliver this change is set out with the other action plans.

Safeguarding children and promoting their well-being is of the utmost importance to the Partnership. The independent chair of the Local Safeguarding Children Board (LSCB) is a member of the CYPSP in order to both support and challenge the partners to safeguard effectively. The LSCB is currently reviewing how it operates and its Strategic Development Plan will be monitored regularly by the CYPSP.

The vision for the Big Plan 2

We have high aspirations for children and young people in Cambridgeshire and want each and every child and young person to achieve their full potential.

By this we mean:

- to enjoy their childhood and teenage years
- be included and participate in their communities
- be healthy and safe
- be resilient
- be enabled to make informed choices about their life
- make the most of educational, training and employment opportunities
- make a successful transition to adult life



Working together

Strong partnership working is essential if we are to deliver the aspirations set out in this Plan. 'Working together' on the Big Plan 2 involves:

- planning together – now and for the future
- being committed to shared priorities and making things happen
- taking the very practical steps of training our workforces together
- pooling money
- jointly commissioning work
- safeguarding and promoting the welfare of children
- providing and sharing information
- ensuring that needs are met at the earliest stages
- integrating services and practices to make it easier to access them
- listening to and involving children, young people and their parents and carers when designing, delivering and evaluating the services and facilities we provide

Underpinning all of our work are the following delivery principles:

Access to the right services at the right time

Children and young people need to be able to access services when they need them. We will:

- plan our services to make sure that the needs of all children and young people are met
- design services with a focus on prevention and early intervention
- ensure there is continuity of support across key transition points

Inclusion

Each and every child has the right to the same opportunities. However, for some there are barriers to using services and some vulnerable groups are at greater risk of exclusion. We will:

- work pro-actively to remove barriers that prevent children and young people from using our services
- continue to be committed to addressing the issues of inclusion and access for those children and young people who are at greatest risk of exclusion

Involvement

We are committed to ensuring that the voices of children, young people and their parents/carers are at the centre of the decisions we make. We will:

- provide meaningful opportunities for them to participate in all aspects of decision-making which impact on their lives
- listen to their views, make real changes to service provision and facilities based on what they say and tell them how their ideas have made a difference
- provide them with opportunities to identify and raise issues they think are important
- view parents and carers as key partners and recognise the crucial role they play in achieving the outcomes set out in this plan

Working together

Our priorities can only be achieved if everyone works together. We will:

- promote, facilitate and enable improved joint working wherever possible
- look at opportunities to make the best use of what we have. This will include co-locating our services where it makes sense to do so and jointly plan, commission and fund services when it will be more efficient and effective

What we have achieved and monitoring progress

The first Big Plan

Since the first Big Plan, partners, children and young people have worked together to implement the actions we agreed. We have also learnt much from the implementation of our first plan and we are developing this plan accordingly.

The results of the work can be seen across Cambridgeshire with success in improving outcomes. For example more teenagers are staying in education, employment or training (including those in areas where there are traditionally fewer opportunities), more young people are doing well in GCSEs, fewer young people are entering the criminal justice system and the teenage conception rate has reduced.

Children and young people regularly take part in the Strategic Partnership meetings to support and challenge the Partnership, help the adults develop ideas and take decisions.

Underpinning our work has been the development of fourteen locality teams and twenty seven Children's Centres, made up of practitioners with different roles and from a range of organisations based in localities to help ensure services are delivered nearest to where people can access them.

We are not complacent: trying to ensure that we keep all children safe is always of concern and safeguarding arrangements, led by the Local Safeguarding Children Board, continue to be of the utmost importance.

The Big Plan 2

Delivery of the work identified in the plans will be carried out by a variety of people within teams from the partner organisations. Some of these services will be delivered through the Area Partnerships and some provided from countywide teams.

Monitoring progress

Performance will be measured against national indicators. However, as many of the national indicators can only be measured once a year, nor do they cover all the aspects we wish to include, we will use additional local indicators to help us see how our work is developing.

We will monitor the progress of our plan every three months and conduct a thorough review of progress on an annual basis. This will include Young Inspectors, from the Youth Assembly, carrying out their inspection and helping us understand what is going well and which areas of work need more attention or different approaches.

This annual review will be reported publicly through our website. The information it provides will allow us to adapt our plan where needed during the three years this plan covers.

The full review of the first Big Plan can be seen as part of our self assessment online www.thebigplan2.co.uk

Risk management

As part of our planning process we have identified risks to achieving improvements. One such risk is the impact of the economic downturn or recession: in Cambridgeshire, although we are seeing effects of the recession, as yet there is too little clear information on the scale of the impact it may have. Thus the partners have agreed to monitor the effect, particularly on housing, employment opportunities, domestic violence and emotional health and well-being.

What are the priorities?

Although good progress has been made since the first Big Plan, we recognise that there is still more to do to improve outcomes for children, young people and families.

To identify what we should focus on for the next three years, we have looked at:

- the views of children and young people from ongoing consultation and participation work. This includes the Young Inspectors audit of the last Big Plan, which highlights areas of success and where we can do more.
- the views of parents and carers gathered through a countywide consultation to inform the development of our Parent Support Strategy
- the views of professionals in the statutory and voluntary sectors
- what inspections of our services have said
- performance data and statistics, which tell us how children and young people in Cambridgeshire are doing. Cambridgeshire's Joint Strategic Needs Assessment for children and the Data Profile can be accessed at www.cambridgeshirepct.nhs.uk/default.asp?id=656

All of this information was considered together and four strategic priorities developed. The detail behind why each priority was selected is described in the priority section of this plan.

Our priorities for 2009-2012

- To help children and young people feel safe and happy in their communities
- To narrow the gap in outcomes for children and young people
- To improve outcomes for children and young people with learning difficulties and disabilities and complex needs
- To meet the needs of children and young people in areas of growth or demographic change

What are we going to do to deliver on these priorities?

Each of the priorities has an action plan, which details what we are going to do. These have been developed by action planning groups, made up of representatives from a range of partner organisations, including schools and the voluntary and community sector. The details in the action plans will develop through the life of the Big Plan 2.

The priorities chosen are improvement priorities and therefore do not cover all of the services for children and young people, but focus specifically on areas where we need to significantly improve outcomes over the next three years. These priorities will not be tackled in isolation from each other or existing work.

How do our priorities relate to the five Every Child Matters outcomes?

In the last Big Plan we organised our priorities under the five headings of: Be healthy, Stay safe, Enjoy and achieve, Make a positive contribution and Achieve economic well-being. For the Big Plan 2, all of the priorities contribute to more than one of these, so to show how strongly a priority is linked to each of the five outcomes we have used symbols.



Symbol for **Be healthy**

The symbol shown here reflects a **high link** to the outcome (large sized symbol, three bars)



Symbol for **Stay safe**

The symbol shown here reflects a **medium link** to the outcome (medium sized symbol, two bars)



Symbol for **Enjoy and achieve**

The symbol shown here reflects a **medium link** to the outcome (medium sized symbol, two bars)



Symbol for **Make a positive contribution**

The symbol shown here reflects a **low link** to the outcome (small sized symbol, one bar)



Symbol for **Achieve economic well-being**

The symbol shown here reflects a **low link** to the outcome (small sized symbol, one bar)

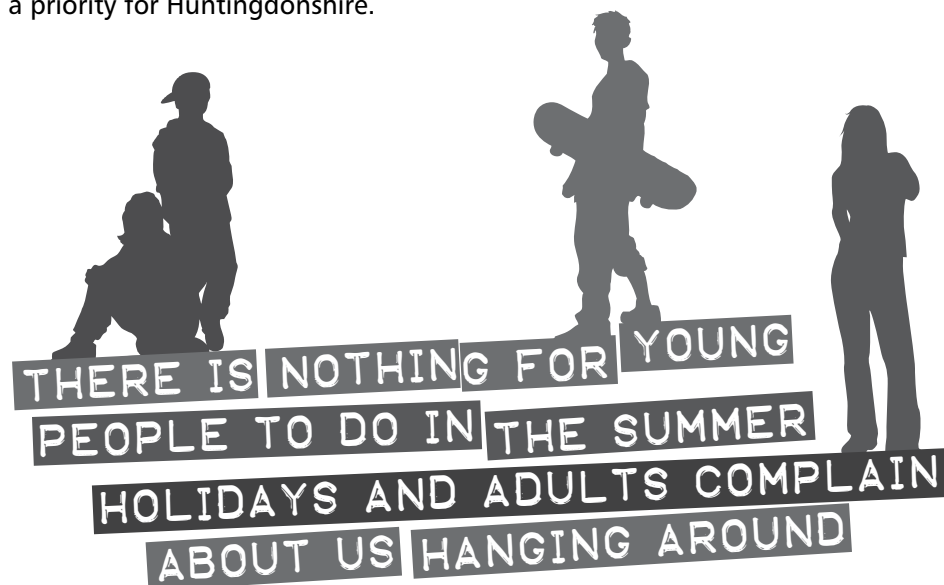
Priority 1.1 Safe places to play and access to positive activities

Why is this a priority?

This is a priority because children and young people in Cambridgeshire have told us that they are keen to have places to go and things to do in their spare time. Taking part in play and positive activities also allows children and young people the opportunity to grow and develop new skills.

At the moment there are a number of barriers that are preventing some children and young people from fully taking part in a variety of activities. Issues highlighted by children and young people include the safety of parks or places where they want to hang out, limited or poor quality facilities and a lack of suitable and accessible activities for all age ranges and abilities.

It is important that we address these barriers and provide all children and young people in Cambridgeshire with access to a range of positive activities and safe places to play. Huntingdonshire Area Partnership additionally identified this as a priority for Huntingdonshire.



What has already been done?

- Using money from government, work is underway to help us create more opportunities for play across Cambridgeshire
- A new adventure playground is being created in Fenland
- SureStart Children's Centres are providing more places for parents and young children to meet and play together across the county
- More activities for young people are being provided as the 'Youth Offer' is rolled out across the county
- The Youth Bank has allocated over £1 million in the last two years which has increased the amount of activities available to young people
- Over a quarter of a million pounds of LPSA reward funds have been allocated in Huntingdonshire to increase school holiday activities for 8-18 year olds
- In the last three years we have benefited from four of our schools becoming Specialist Sports Colleges (Comberton, Netherhall, Witchford and Hinchingsbrooke) which has led to 90% of young people in Cambridgeshire taking part in 2 hours of sports per week, an increase of 7% on the previous year
- Over the last three years we have attracted in excess of £2 million to provide several major top quality sports facilities based at school sites

Priority 1.1 Safe places to play and access to positive activities

What are the main challenges?

- Making the best use of the collective resources we have (recognising that the resource spent on youth work is low in comparison with other areas)
- Making sure the right information is communicated at the right time to young people so they know what is happening in their community
- Making sure that each and every child has the same opportunities to take part, wherever they live and whatever abilities they have

What we are going to do?

- Increase the skills and confidence of parents to play with their young children
- Create more dynamic and adventurous play for 8-12 year olds
- Create more informal opportunities for young people aged 13+ to play games and sports, meet with each other and with youth workers in safe places
- Make clear what every child and young person should be able to access so that future services can be planned to meet their needs
- Make sure there are enough skilled paid and voluntary workers delivering positive activities to children and young people who can also act as good adult role models
- Increase flexible access to leisure facilities, providing more opportunities for more children and young people to take part
- Develop arts facilities in areas where there are gaps
- Ensure children and young people with a disability have the same opportunities and that barriers to participation are actively removed
- Ensure that information about what there is to do is communicated in the best way to children, young people and parents
- Build parent and carer confidence to allow their children to play outside

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Increase the percentage of young people taking part in positive activities (*NI 110 and LAA Target*)
- Increase the percentage of schools providing access to extended services for children, young people and parents (*NI 88*)
- Every young person aged between 5 and 16 years will have the opportunity to participate in at least 5 hours of sport every week by 2011
- Children and young people's rating of parks and play areas (*NI 199*)

How this priority links to other plans and strategies

Play Pathfinder project ■ District Council Play Strategies ■ Cambridgeshire's Cultural Strategy ■ Children's Centres ■ Youth Offer ■ Parent Support Strategy (and the introduction of the Families Information Service) ■ Huntingdonshire, East Cambridgeshire, Fenland, South Cambridgeshire and Cambridge City Sustainable Community Strategies ■ 2012 Olympics ■ Building Schools for the Future

Priority 1.2 Tackling bullying and discrimination

Why is this a priority?

Bullying is a top concern for children and young people in Cambridgeshire. The results of Cambridgeshire's Health Related Behaviour Survey show that:

- 28% of children and young people are sometimes or often afraid of going to school because of bullying
- 24% say they have been bullied at or near school in the last 12 months
- 15% are subject to repeated incidents of bullying



What is bullying?

We define bullying as a persistent and deliberate attempt to hurt or humiliate someone. There may sometimes be misunderstanding about the meaning of the term 'bullying' – for example, one-off incidents, whilst they may be very serious and must always be dealt with, do not fall within the definition of 'bullying'.

We recognise the significant and often long-lasting effects that bullying can have and strongly believe that every child should be supported to deal with bullying issues. Whilst lots of work has taken place around bullying, more needs to be done. Consultation with children and young people has highlighted that more activity needs to take place to deal with bullying outside of school, for example at the youth club, as bullying and intimidation can often stop some children and young people from accessing extended services and community facilities.

I NEEDED HELP FROM
MY DAUGHTER'S SCHOOL
WHEN SHE WAS BULLIED



What has already been done?

- A countywide anti-bullying strategy has been developed. Implementing the strategy is an ongoing piece of work
- A toolkit to help schools and settings develop anti-bullying policies is in place. This identifies different types of bullying and how they can be tackled
- An anti-bullying website has been launched: www.cambridgeshire.gov.uk/education/parents/welfare/bullying
- Anti-Bullying Input days have been provided for schools to help them enhance local strategies
- Considerable activity has taken place to raise the profile of bullying and encourage reporting, this includes locality based events run as part of Anti-Bullying Week and ongoing projects run by schools, locality teams and Voluntary and Community Sector Organisations
- The findings of the Young Inspectors review into the progress made against our priorities made in the first Big Plan highlighted lots of examples of schools using imaginative ways to help children and young people learn about bullying

Priority 1.2 Tackling bullying and discrimination

What are the main challenges?

- Bullying is often under reported and we need to make sure that children and young people are confident enough in the system for reporting and dealing with bullying to ask for help
- We need to ensure that all children and young people and their parents and carers have opportunities to access support for bullying
- Bullying doesn't just happen in schools and more work is needed to extend work into community settings
- Children and young people access a range of services and settings and we need to make sure that services work together to deal with bullying in a coordinated and consistent way
- The nature of different types of bullying can change over time and we need to make sure that our strategies for tackling bullying address these changes

What we are going to do:

- Develop a multi-agency partnership approach to bullying at both a county and local level
- Identify those groups and individuals who are at greater risk of bullying with a view to developing specific approaches and support. Groups identified so far are children and young people with learning difficulties or disabilities, Lesbian, Gay and Bi-Sexual young people and some Black and Minority Ethnic groups (including Gypsies and Travellers)
- Improve children and young people's perception, understanding and valuing of anti-bullying provision
- Make sure that anti-bullying work takes place in the community, not just schools
- Involve children and young people in the review and development of anti-bullying policies and interventions

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Reduce the percentage of children who have experienced bullying (*NI 69 LAA Target*)
- Reduce the incidents of repeated bullying (Health Related *Behaviour Survey, HRBS*)
- Reduce the number of young people who said that 'at least' sometimes they had been afraid to go to school because of bullying and those who said they had been bullied in or near school (*HRBS*)
- Increase the percentage of young people who said that their schools had anti-bullying measures in place (*HRBS*)
- Increase the percentage of pupils who said these measures (if existing) were 'helpful' or 'very helpful' in their schools (*HRBS*)
- Increase the percentage who think the school takes bullying seriously (*HRBS*)

How this priority links to other plans and strategies

Cambridgeshire's Anti-Bullying Strategy ■ East Cambridgeshire, Fenland and South Cambridgeshire Sustainable Community Strategies ■ Safe To Learn, Community Safety Partnership plans

Priority 1.3 Reducing accidents and intentional injuries to children and young people

Why is this a priority?

Reducing accidents and intentional injuries to children and young people is a priority within Cambridgeshire's Local Area Agreement. Injuries are the main reason for visits to emergency departments, admissions to hospitals and death in children aged 0-14 years in the UK. Accidents are the leading cause of injury to children and disproportionately affect children from lower socio-economic areas.

In Cambridgeshire, during the period from April 2001 – March 2007, a total of 7,626 children and young people (0-17 years) had emergency hospital admissions as a result of unintentional or deliberate injuries.

Within this priority, it is important to distinguish between the two types of injury: accidental and intentional. An accidental injury could be a fall or an accident on the road, whilst an intentional injury is classed as deliberate harm to a child or young person, which could be inflicted by another person, for example a family member, or in the case of self-harm, by the young person themselves.

The Director of Public Health has commissioned research into local statistics to help us understand the biggest causes of accidents and intentional injuries to children and young people in Cambridgeshire. Initial findings, using hospital admissions data, indicate that:

- falls are the predominant cause of injuries in those under 15 years old, in particular for those children under 5 years
- intentional self-harm is the main cause of injuries in young people aged 15-17 years old
- additional data sources show that road traffic accidents are also a significant cause of injuries in children and young people

Safeguarding children and young people and promoting their welfare both in the home and the community is of the utmost importance to the Partnership. Safeguarding arrangements run through all of our activity and the impact of these will be measured through this priority.



What has already been done?

- There is a well established Local Safeguarding Children Board (LSCB) which is supported by three Area Safeguarding Children's Committees to enable a focus on local need
- A Local Safeguarding Children Board Child Death Overview Committee is in place and ensuring all child deaths are reviewed
- The LCSB has supported the development of the role of Children's Safeguarding Champions in each partner agency with Section 11 responsibility
- Road safety educational and practical on-road cycle training has been provided for 10-11 year olds in all schools across the county
- Safety in and around schools has been improved through school crossing patrol facilities and Safer Routes to School projects
- The work of the Domestic Violence Strategy Group has concentrated on raising awareness and accurate recording so that prevalence is better understood

Priority 1.3 Reducing accidents and intentional injuries to children and young people

What are the main challenges?

- Services need to understand more about how they can tackle accident prevention
- Communities too need to be supported to work together to keep children safe at home, in the street, at school or when taking part in a community activity
- Services need to understand better how they can ensure safeguarding children is everyone's business and give their staff the confidence and competence to act when they are worried about a child or young person's welfare

What we are going to do

- Use information on where and how children get injured so that we can devise and implement activity to reduce the number of injuries. This activity will address the different needs in different areas and for different ages of children as identified in the analysis of information
- Improve advice and support for parents (through our Children's Centres, Parent Support Advisers) so that parents learn how to prevent accidents, in particular falls
- Provide safe, local places to go and things to do for young people so that they have positive things to do in their spare time
- Ensure that safeguarding is everyone's business
- Implement the Neglect Strategy across Cambridgeshire
- Develop more effective ways of using information about our safeguarding practice to improve outcomes for all children and reduce the number who are deliberately harmed within their families
- Work with the Domestic Violence Strategy to develop preventative activity and support for children at risk or affected by domestic violence
- Develop a 'Stay Safe' card for young people with learning difficulties and/or disabilities

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Reduce the rate of emergency hospital admissions caused by unintentional and deliberate injuries to children and young people (*NI 70 LAA Target*) focused on; the number of falls of children aged 0-5, road traffic accidents involving children aged 0-16 and self harm amongst teenagers aged 15-17 especially boys
- Reduce the percentage of repeat incidents of domestic violence (*NI 32 LAA Target*)
- Reduce the number of children aged under 16 years killed or seriously injured in road traffic accidents (*NI 48*)
- Reduce the number of preventable child deaths, as recorded through the Child Death Review process

How this priority links to other plans and strategies

Cambridgeshire's Local Area Agreement ■ Domestic Violence Steering Group ■ Child Death Overview Panel (preventing child deaths) ■ Priority 2.2 ■ Community Safety Partnerships ■ East Cambridgeshire, Fenland and South Cambridgeshire Sustainable Community Strategies ■ Local Safeguarding Children Board, Child Health Promotion Programme ■ Sustainable School Travel Strategy

Priority 1.4 Reducing the number of children and young people involved in anti-social behaviour and criminal activity

Why is this a priority?

Within Cambridgeshire, anti-social behaviour is a neighbourhood priority across all of the districts. The Community Safety Strategic Assessments carried out during 2008 show that anti-social behaviour related to young people is a key issue for each of the districts. The main concerns regarding anti-social behaviour involve young people hanging around on the streets and underage drinking, which is often linked to criminal damage.

Whilst the data highlights that young people and anti-social behaviour is an issue, it also highlights that young people are not the biggest perpetrators of anti-social behaviour. For example, in East Cambridgeshire 30% of recorded incidents of anti-social behaviour referred to young people. This figure was lower in the other districts.

Confusingly the term 'anti-social behaviour' is used to describe 3 distinct sets of behaviours and actions: low level non-criminal activity such as hanging around outside of shops by young people, low level criminal activity such as criminal damage and serious criminal activity such as violent offences. In Cambridgeshire, there is a high level of reporting to the Police of young people simply hanging around where there is a high level of perceived threat by those young people. Young people have told us that they are concerned about society's negative attitudes towards groups of young people and that not all young people 'hanging around' are causing trouble. Tackling these perceptions is a priority for this plan and links to priority 1.5.

We know that anti-social behaviour problems that arise in childhood can escalate into offending in the teenage years. Changing this behaviour and life course is important. Evidence suggests that prevention activities that focus on the social, economic, personal and mental health needs of children and their families does reduce the cause of anti-social behaviour and prevent later criminal activity. This priority therefore has a high interdependency with other priorities in the plan. These include:

- Improving educational achievement for all and narrowing the gap for specific groups of children and young people
- Ensuring children and young people have safe places to play and can access positive activities
- Children and young people are healthy and are supported to make healthy lifestyle choices
- Ensuring that parents and families receive good support to develop relationships with their children and are best placed to help their children achieve good outcomes (Parent Support Strategy)
- Anti-bullying work



What has already been done?

- A range of positive activities and targeted preventative work around anti-social behaviour has been provided. The Fusion programme and the Proud to be Loud scheme have been particularly successful in reducing anti-social behaviour over the holiday period
- We have successfully reduced the number of premises selling alcohol to under 18s, through a range of activities including test purchasing and the Think 21 campaign, which aims to encourage retailers not to sell age restricted products to young people

Priority 1.4 Reducing the number of children and young people involved in anti-social behaviour and criminal activity

- Community Alcohol Partnerships, which bring together trading standards, police, local businesses and other relevant agencies to tackle street drinking by under-18s have been established in two areas
- Multi-agency Anti-Social Behaviour Problem Solving groups take place in all districts
- Established Youth Inclusion and Support Panels (YISPs) for 5-13 year olds offer multi-agency support in the areas of highest need. A recent evaluation undertaken by Newcastle University highlighted that children in high need areas demonstrated improvements in their mental health and well-being, were less likely to get into trouble and were doing better at school
- The number of young people who entering the youth justice system has been reduced, with 178 less people in 2007-08 compared to 2005-06

What are the main challenges?

- The rate of proven re-offending
- Community perceptions of anti-social behaviour

What we are going to do

- Improve community perceptions around anti-social behaviour
- Tackle alcohol related anti-social behaviour and underage drinking
- Engage children and young people in Neighbourhood Panels
- Strengthen local partnership working around anti-social behaviour and crime
- Review the suitability of housing provision for young people
- Further reduce the number of first time entrants to the criminal justice system
- Reduce the number of young people who re-offend

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA)

- Reduce the percentage of children and young people who worry 'quite a lot' or 'a lot' about crime (*HRBS*)
- Improve perceptions of anti-social behaviour (*NI 17*)
- Reduce the rate of first time entrants to the criminal justice system (*NI 111 LAA target*)
- Reduce the rate of proven re-offending by young offenders (*NI 19*)
- Reduce the percentage of young people within the youth justice system receiving a conviction in court who are sentenced to custody (*NI 43*)
- Increase the percentage of young offenders in suitable education, training and employment (*NI 45*)

How this priority links to other plans and strategies

5-13 Preventative Services Commissioning Strategy ■ Youth Crime Action Plan, East Cambridgeshire, Fenland, South Cambridgeshire and Cambridge City Sustainable Community Strategies ■ District Community Safety Plans ■ Equality and Community Cohesion in Cambridgeshire Schools ■ The Prevent Agenda

Priority 1.5 Promoting positive images of young people



Why is this a priority?

Children and young people are concerned that all young people are labelled 'bad' and would really like to change society's negative attitudes towards specific groups of young people.

Children and young people are keen to tell us that they have a positive contribution to make and that they want to change the image of young people that is portrayed through the media. Lots of children and young people do not conform to the negative stereotypes and actually do far more positive things than adults give them credit for. For example, two thirds of young people say they have given their time to help a charity, a local voluntary group, a neighbour or someone else in their local area in the last year.

Promoting positive images of young people is a priority because we are listening to children and young people across the county, who again and again are highlighting this as a top concern. We want to empower young people to change the way they are seen by society.

What has already been done?

- Workforce guidelines for challenging perceptions and creating positive images of children and young people have been developed, but these need to be effectively implemented
- A culture of volunteering is being promoted through the V programme
- Positive examples of intergenerational projects and young people contributing towards Parish Plans
- Workshops to help teenagers develop positive images
- 11 Million Take Over Day and I'm a Councillor Get Me Out Of Here have enabled children and young people to engage with Council members



CHILDREN AND YOUNG PEOPLE ARE
OFTEN TREATED AS OBJECTS OF
ADULT CONCERN OR WORKS IN PROGRESS,
OR NATURALLY UNRULY AND IN NEED OF
CONTROL AND SOCIALISATION. WE ARE NEVER
TREATED AS COMPETENT CITIZENS WITH RIGHTS

Priority 1.5 Promoting positive images of young people

What are the main challenges?

- Barnardos recent research shows 49% of adults regard children as increasingly dangerous
- Effectively engaging the media in good news stories
- Ensuring meaningful participation of children and young people in promoting positive images
- Bridging the gap between children, young people and adults within their community
- Ensuring the workforce has the skills to effectively promote positive images of children and young people

What we are going to do

- Promote and enhance positive relationships between young people and the media
- Enable children and young people and adults to work together on issues that impact on their lives
- Improve adults' negative perceptions or attitudes to young people
- Increase knowledge about the positive things children and young people are doing
- Improve children and young people's positive image of themselves and each other

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Improve perceptions that people in the area treat one another with respect and dignity (*NI 23*)
- Local indicators to be established

How this priority links to other plans and strategies

The Kids are Alright ■ Huntingdonshire Sustainable Community Strategy ■
The Youth Offer ■ The Prevent Agenda

Priority 2.1 Improving outcomes for all and specific groups of children and young people

Outcomes for children and young people in Cambridgeshire are generally good. However, the statistics for the whole of the area hide some groups of children and young people who have poorer outcomes than others. These outcomes include health, educational attainment, and post-16 choices in education, employment and training.

The Joint Strategic Needs Assessment for Cambridgeshire identifies specific groups of children and young people who are more at risk of poorer outcomes than other children and young people, these are:

- Children and young people living in areas of deprivation: the areas of greatest deprivation in Cambridgeshire are in Wisbech, North Huntingdon, and the north east part of Cambridge City
- Vulnerable children and young people: these include Looked After Children, those with a disability and those who are homeless
- Children living with parents who have family problems: including parents misusing drugs and alcohol, involved in domestic violence and abuse or with physical or mental health problems and children acting as young carers
- Children and young people with lifestyle issues such as risky behaviour around alcohol and substance use, an unhealthy weight, and young people who become teenage parents

Improving outcomes for these children and young people is complex. We will focus on early intervention and prevention in order to break the cycle of deprivation.

We have broken down this priority into two areas of focus while recognising that work to address one of these areas will have benefits on the other and that action must be coordinated.

- Improving achievement for all and narrowing the gap for specific groups of children and young people
- Improving health for all and narrowing the gap in health outcomes for specific groups of children and young people

Priority 2.1 Improving achievement for all and narrowing the gap for specific groups of children and young people

Why is this a priority?

Children and young people in Cambridgeshire generally achieve well and educational attainment is good overall. However, for some children and young people there is an achievement gap, which means they do not do as well at school or in other settings as other children and young people. Statistical evidence shows that the groups of children and young people who are most at risk of not achieving their potential are children from some Black and Minority Ethnic groups, children looked after by the local authority, children in receipt of free school meals and those living in areas of deprivation.

These are also significant factors in the choices that a young person makes post-16. Across Cambridgeshire the numbers of young people not in education, employment or training are good compared with national figures. However, there are some groups of young people who do not secure places in education, employment and training.

We want to make sure that all children and young people are supported to achieve their potential and are able to access and sustain education, employment or training when they leave school or college.

What has already been done?

- Significant support has been provided to support a range of strategies to help all children and young people, as well as underachieving groups, to make more progress
- Implementation of Phase 1 and 2 Children's Centres
- Development of a Parenting Strategy



Priority 2.1 Improving achievement for all and narrowing the gap for specific groups of children and young people

What are the main challenges?

- We recognise the crucial role that parents have to play in supporting their children's learning and aspirations. Enabling more parents to be better involved in a child's care, learning and development is therefore a key aim
- Addressing the needs of those living in deprivation

What we are going to do

- Improve outcomes for all children 0-7
- Improve outcomes for all children 11-19
- Narrow the achievement gap for Looked After Children, some Black and Minority Ethnic (BME) groups and children with Special Educational Needs and/or Learning Difficulties and Disabilities
- Narrow the achievement gap for those living in deprivation, the disaffected and at risk of disaffection
- Reduce the number of young people not in education, employment or training (NEET)

How this priority links to other plans and strategies

East Cambridgeshire, Fenland, Huntingdonshire, South Cambridgeshire and Cambridge City Sustainable Community Strategies ■ Children's Plan Building Brighter Futures ■ 14-19 Strategy ■ Building Schools for the Future ■ Prevent Agenda ■ Parent Support Strategy

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Increase the percentage of children achieving in the Early Years Foundation Stage (NI 72 LAA target)
- Increase the percentage of children achieving level 4 or more in English and Maths at Key Stage 2 (NI 73 LAA target)
- Increase the percentage of young people achieving 5 or more A*-C grades at GCSE or equivalent including English and Maths (NI 75 LAA target)
- Reduce the percentage of persistently absent secondary school students (NI 87 LAA target)
- Narrow the gap between the lowest achieving 20% children and the rest in the Early Years Foundation Stage Profile (NI 92 LAA target)
- Increase the percentage of children making progress by 2 levels in English and in Maths between Key Stage 1 and 2 (NI 93 and 94 LAA target)
- Increase the percentage of Looked After Children reaching level 4 in English, and level 4 in Maths at Key Stage 2; and increasing the percentage achieving 5 A*-C GCSE or equivalent (including English and Maths) (NI 99, 100 and 101 LAA target)
- Increase the percentage rate of attainment of specific groups of children from BME backgrounds (NI 107, NI 108)
- Reduce the percentage of children in poverty (NI 116)
- Reduce the percentage of 16-18 year olds who are NEET (not in education, employment or training) (NI 117, LAA target)
- Reduce the percentage of 19 year olds who have been in care who are NEET (NI 148)

Priority 2.2 Improving health for all and narrowing the gap in health outcomes for specific groups of children and young people

Why is this a priority?

We want to enable all children and young people to be as healthy and well as they can be. In order to do this we need to ensure that children, young people and their families have access to the information and support they need and want. In the early stages of a child's life, this means supporting parents to give their children a healthy start and as children get older we need to make sure that they are supported to make informed choices about their health and additionally do not become involved in risky behaviours, such as drug and alcohol misuse.

There are currently significant levels of health inequality in some parts of Cambridgeshire. This means that there are differences in health experience and health outcomes for different groups, including differences in life expectancy.

What has already been done?

- Develop a Joint Strategic Needs Assessment for children and young people and begin to commission for outcomes to meet needs
- Significant investment in health visiting and midwifery capacity in areas of highest need to promote breastfeeding and maternal and child health
- Implementation of a transformation programme to improve mental health support for children and young people
- Investment in screening programmes to improve identification for specific conditions
- Introduction of a C-Card condom scheme to help reduce teenage conceptions
- Improved commissioning arrangements for substance misuse work
- Well developed strategies and support for healthy weight
- Good involvement of schools in the Healthy Schools programme



Priority 2.2 Improving health for all and narrowing the gap in health outcomes for specific groups of children and young people

What are the main challenges?

- Young people tell us that access to information and support is not equally available across all of the county
- Develop further arrangements for comprehensive, holistic assessments, action planning and review, information sharing and shared access to records
- Addressing the needs of those children and families living in deprivation
- Staff shortages and recruiting appropriately qualified and experienced staff
- Response to 'Healthy Lives, Brighter Futures' – the new national strategy for children and young people's health

What we are going to do

- Improve health outcomes for all children and young people
- Narrow the gap in health outcomes

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Improve the emotional health of children (NI 50)
- Improve the effectiveness of child and adolescent mental health services (CAMHS) (NI 51)
- Increase the percentage of children and young people eating school lunches (NI 52)
- Reduce the percentage of children who have an unhealthy weight in primary school reception and year 6 classes (NI 55, NI 56, LAA Target)
- Increase the percentage of children and young people taking part in high quality PE and sport (NI 57)
- Improve the emotional and behavioural health of looked after children (NI 58)
- Reduce the under 18 conception rate (NI 112, LAA Target)
- Increase the number of young people screened for Chlamydia and reduce the percentage of under 25 year olds with it (NI 113)
- Reduce the percentage of young people frequently misusing substances, including illegal drugs, alcohol and volatile substances (NI 115, LAA Target)

How this priority links to other plans and strategies

Teenage Pregnancy Strategy ■ Healthy Weight Strategy ■ Substance Misuse Strategy ■ Priority 2.1 ■ CAMHS Commissioning Strategy ■ Change 4 Life ■ Child Health Promotion Programme ■ Youth Alcohol Action Plan ■ East Cambridgeshire, Fenland, Huntingdonshire, South Cambridgeshire and Cambridge City Sustainable Community Strategies ■ Children's Plan Building Brighter Futures ■ 2012 Olympics ■ Parent Support Strategy ■ Homelessness Strategies ■ Supporting People Commissioning Strategy and Outcomes Framework

Priority 3 To improve outcomes for children and young people with learning difficulties and disabilities and complex needs

Why is this a priority?

There is a new national initiative, Aiming High, which includes a 'core offer' or statement of the standards that all families with disabled children can expect to get across the country from local services. The new requirements come with additional funding to support short breaks, but implementing the Aiming High programme for disabled children is ambitious and requires support from all partners working together effectively.

The Joint Area Review of Cambridgeshire recommended that health and the county council should review the way they jointly managed the delivery of services to children with complex needs who were or likely to be placed outside of Cambridgeshire.

There are differences in the rates between the geographic areas of Cambridgeshire that young people with learning difficulties and disabilities go into education, employment or training after completing statutory education.

What has already been done?

- A new Transitions Board has been established to improve transitions arrangements for 14-25 year olds with complex needs
- An integrated care pathway is being developed for children and young people with disabilities
- An audit against the National Service Framework for children with disabilities and complex needs has been carried out and will inform the development of this action plan
- An Every Disabled Child Matters (EDCM) Strategy Group is in place and Cambridgeshire has signed up to the EDCM charter
- The EDCM group will play a key role in supporting the development of action for this priority. Significantly, the involvement of young people representatives, carers groups and voluntary organisations in the decision-making process is a key feature of this action plan



Priority 3 To improve outcomes for children and young people with learning difficulties and disabilities and complex needs

What are the main challenges?

- The requirement to provide the Aiming High core offer for disabled children and young people by 31 March 2011
- Ensuring that children and young people with learning difficulties and disabilities (LDD) and complex needs are equally considered in the implementation of the other priorities within the Big Plan

What we are going to do

- Make it easier for children and young people and their parents and carers to get the information and support they need
- Implement a joint commissioning strategy for integrated services for children and young people with LDD and complex needs. This will include:
 - Further developing the integrated care pathway
 - Seeking to improve housing provision for children
 - Continued focus on early intervention
 - Achieving the Aiming High core offer criteria for information, assessment and participation and deliver the improvements to short breaks, childcare, transition support and palliative care

How we will measure our achievement

We will measure progress through a number of performance indicators that are identified in the action plans and include national indicators (identified as NI numbers) and those that are part of the Local Area Agreement (LAA).

- Improve the percentage of parents satisfied with services received by disabled children (*NI 54, LAA Target*)
- Increase the percentage of young people with LDD in Education, Employment or Training
- We will monitor the outcomes for children and young people with learning disabilities and difficulties and special educational needs within all the other priorities

How this priority links to other plans and strategies

This priority must have close links and interdependencies with all of the priorities in the Big Plan 2.

Priority 4 To meet the needs of children and young people in areas of growth or demographic change

Why is this a priority?

Cambridgeshire is forecast to be the fastest growing county over the next 15 years, with an estimated population increase of 15%. Between 2006 and 2021, 58,000 houses have to be built, concentrated in and around Cambridge and in the county's market towns. The new town at Northstowe and sites around Cambridge City alone will provide around 28,000 new houses. This means that the population of Cambridge and surrounding areas will grow by a third.

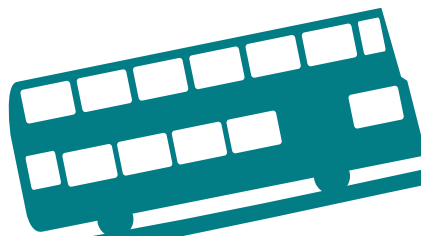
Evidence shows that new communities tend to have populations that are younger than the rest of the surrounding areas and retain a younger population for a longer time. We want to make sure that we are able to meet the needs of the children, young people and their families in areas of growth, now and in the future.

This priority is about more than providing the physical infrastructure that new communities need. It is about ensuring that the wider needs of children, young people and their families can be met for example, their social and emotional needs. Additionally, it is important that we consider how we will support new communities to develop and promote social cohesion. In order to support new communities effectively we need to be pro-active in identifying what some of the needs and requirements of children and young people in new communities might be, and ensure that local services plan and secure provision accordingly.

What has already been done?

Locally a significant amount of work has already been undertaken by organisations and services in response to the growth agenda:

- Partnership arrangements focused on delivering the growth agenda in Cambridgeshire have been established. These are led by Cambridgeshire Horizons
- Work has been undertaken to research and examine the numbers of children and young people forecast from developments and plan the physical infrastructure required, for example, schools
- Two multi-agency projects have also been established to coordinate planning for Northstowe and Cambridge Fringe developments
- There is a huge amount of knowledge and learning which has been gained from our existing new communities, for example, Cambourne. It will be crucial that this learning is considered in planning for our new communities of the future
- The CYPSP held a stakeholder workshop in early March, which brought together a range of organisations and agencies to consider what needs to be available for children, young people and families in our new communities



Priority 4 To meet the needs of children and young people in areas of growth or demographic change

What are the main challenges?

- Identifying what the needs of a community will be before it is established is a huge challenge. Proactive research and planning will be essential if we are to deliver what children and young people actually need from day one of a new community. Additional challenges are that each new community will have different needs and these needs will change over time
- Growth will affect all services in the statutory and voluntary sector – it will be crucial to ensure that services understand the potential impact of growth and have the capacity to respond accordingly

What we are going to do

- Ensure that children and young people are part of the vision for new communities
- Develop a way of assessing the potential needs of children and young people and map the types of services and levels of provision that will be required. This will involve examining the learning gained from previous new developments
- Work to seek services are in place in the early days of a new community
- Ensure that there is a joined up approach to planning and securing provision for children, young people and families in new communities
- Plan and secure provision which is focused on social capital and promoting social cohesion, as well as physical infrastructure

How we will measure our achievement

This information was not available at time of print - please visit www.thebigplan2.co.uk for updates

How this priority links to other plans and strategies

Cambridge City Sustainable Community Strategy ■ East Cambs Sustainable Community Strategy ■ Huntingdonshire Sustainable Community Strategy ■ Fenland Sustainable Community Strategy ■ South Cambs Sustainable Community Strategy ■ Local Development Frameworks ■ Cambridgeshire Horizons ■ Regional Spatial Strategy