

Skills Be healthy Services Schools Education
Achievement **Play** Every child matters Prevention Local Participate Learn
Tackling inequality, creating opportunity Enjoy and achieve Stay safe
Caring Happy Protect Children's centres
Trust **Children and Young People's Plan**
Quindrat Youth **2009-2013**
Positive contribution Opportunity Improving Engage
Health Parents Economic wellbeing Families



Selecting priorities

The Children and Young People's Plan Commitments Grid provides a comprehensive set of commitments, benefits and performance measures for the Children and Young People's Trust for the four year period of this plan.

In addition, to ensure the Trust has a sharp focus on those areas most needing concerted action, the Trust Board will identify a small set of 'benefits lines' from the **Commitments Grid** as priorities each year. Priorities will be selected based on three sorts of information:

- Like the plan as a whole, our starting point for selecting priorities will be the **needs assessment** of the borough – identifying needs of children, young people and families to which services must respond.
- Alongside this, we will look more widely at our current **performance** – through performance data; through the annual self-assessment of our CYPP performance; and through feedback from inspectorates such as Ofsted.
- The **views and expectations of children, families and residents in the borough** – we have undertaken very wide-ranging consultation at all stages in developing the CYPP, particularly with young people, and we will continue to gather these views to shape priorities for each year.

The thematic Delivery Boards supporting the Children and Young People's Trust Board will develop clear action plans in support of the priorities selected – which will be available on the CYPP website. The Trust Board will have a particular focus on progress in these areas, ensuring that resources are focused on them so that outcomes improve, whilst also ensuring continued excellent performance in other areas of the plan.

For each of the benefits lines selected as a priority, there are a set of performance measures (which can be found in the **Commitments Grid**) and performance targets and data (which can be found in the **Performance** section of the CYPP website). We will use these performance measures – alongside feedback from children, young people and families – to assess our progress on priorities.

The Trust Board will review its priorities annually – considering latest performance data and information on changing needs, as well as the views of service users and local residents. Some priorities are likely to roll forward and remain for the full period of the plan, as they involve medium-term change programmes. Others may be replaced as specific issues are addressed and new challenges emerge in other areas of the plan.

The intention will be to keep the priority list short, so that the selection of priorities provides a genuine opportunity for the Trust Board to focus on the small number of areas requiring most concerted attention and service improvement.

Priorities for 2010-2011

The Children and Young People's Trust Board has selected seven priority areas for 2010-2011 which link to 13 benefit lines. These have been selected based on the three sorts of information set out above, and will be the subject of consultation.

The table below sets out the list of proposed priorities, with a brief explanation of why they have been chosen and the actions to be taken during 2010-2011.

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>1 Family wellbeing and safeguarding</p>	<p>During 2009-10 the Children and Young People’s Trust Board (CYPTB), working with the Local Safeguarding Children Board, prioritised strengthening arrangements to protect the borough’s most vulnerable children, including those needing specialist services. Actions included the introduction of a new Head of Safeguarding Quality and Performance and further investment in frontline social work. An unannounced Ofsted inspection of contact, referral and assessment arrangements in November 2009 identified no priority areas for action and noted ‘effective and timely’ arrangements for responding to referrals with ‘appropriate decision making’ and child protection cases ‘identified well and responded to appropriately in a timely way’. File audit and quality assurance arrangements were noted as a particular strength, as were supervision, partnership working and the use of management information.</p> <p>In the year ahead the CYPTB wishes to shift its safeguarding priority towards the wider group of families who do not meet the threshold of need for Specialist Services, but nevertheless require more support than can be provided by universal settings, such as schools and general practitioners. As part of the new Protective and Preventative offer, the CYPTB is redesigning a range of services to provide more early support for parents who need help to secure the wellbeing and good mental health of their children. This is part of its commitment to intervene early and provide support wherever possible.</p>	<p>1.3.2 Parents and carers provide high quality support to their children to support their wellbeing</p> <p>1.3.4 All children and young people who need it can access targeted support regarding self-esteem, anger and challenging behaviour, leading to enhanced wellbeing</p>

Priority area	Key actions to be taken during 2010-2011	Benefits lines
	<p>During 2010-11, whilst continuing to strengthen Specialist Services, the CYPTB priority will be the development of wider safeguarding services aimed at supporting families and intervening earlier to tackle emerging problems before they require specialist services. Specific actions will include:</p> <ul style="list-style-type: none"> • the development of a new Family Wellbeing Service to provide support for children and families who do not meet Specialist Service thresholds, but require more support than that provided by universal services; • the implementation of a new single point of access for all contacts into the borough regarding child wellbeing cases, with rapid onward referral of cases to the new Family Wellbeing Service, or specialist services where appropriate; and • the implementation of Quindrat Commissioning Boards, ensuring that services are commissioned to meet the specific needs of families in local neighbourhoods, including in Children's Centres, through Extended Schools Services and Integrated Youth Services. 	

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>2 Tackling 'risky behaviour'</p>	<p>While recent years have seen Richmond upon Thames achieve some of the lowest levels of teenage pregnancy in the country, recent data suggests that this picture may be changing and that the numbers of teenage pregnancies are increasing. Alongside this, screening for, and reducing incidences of, Chlamydia is a priority for the Primary Care Trust (PCT). During 2009-10 the CYPTB considered the current provision of sexual health services and agreed that a review should be undertaken to consider the possible reconfiguration of services. The aim of this review will be to learn from best practice and ensure continued strong performance with all partners working together to improve outcomes.</p> <p>In terms of substance misuse, while the evidence from the annual Tellus survey must be treated with a very high degree of caution (given the low number of participants and consequent lack of comparability between boroughs) it has suggested that the number of young people aged 10-15 years who say they have frequently misused substances (drugs, alcohol, glue, gas, solvents) is higher than the London average. Hospital admissions for young people under 18 years with alcohol specific conditions have also increased and Richmond Borough is ranked 28 out of 32 London boroughs.</p> <p>Anecdotal evidence suggests that the CYPTB should consider this issue further and ensure that the best possible substance misuse services are in place to address any particular issues in the borough. There are some specific concerns about the progress made by some existing services: for example, little progress has been made in the numbers of young people trying to quit smoking with no increase in the numbers attending stop smoking sessions. We also know that national funding in this area is likely to see increased pressure over coming years, requiring action to ensure we get the very best value from limited resources.</p>	<p>1.2.3 Teenage conceptions and sexually transmitted infections are reduced</p> <p>1.2.4 Children and young people are free from risks associated with substance misuse, leading to reduction in the number of young people who smoke, drink alcohol or take illegal drugs</p>

Priority area	Key actions to be taken during 2010-2011	Benefits lines
	<p>We will:</p> <ul style="list-style-type: none">• undertake an analysis of the different needs in the borough for young people's sexual health and substance misuse services and review the current provision of services. Options for redesigning services, if necessary, will be brought to the CYPTB with a view implement any changes later in the year. We will use this as an opportunity for relevant partners, notably the PCT and Council, to pool resources to ensure maximum value for money.	

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>3 Improving behaviour and attendance</p>	<p>The 2009 Comprehensive Area Assessment (CAA) rated services for children as ‘performing excellently’; however, it noted that ‘behaviour and persistent absence are a problem in some secondary schools’. Specifically, when compared to other boroughs, fewer than average secondary schools in the borough had good or outstanding behaviour and persistent absence rates were higher than in similar areas.</p> <p>Some stakeholders have also identified bullying – and specifically new forms of cyber bullying – as a particular issue to address, and while there is little statistical evidence to suggest that Richmond upon Thames has a higher level of bullying than other boroughs, the CYPTB wishes to respond to these perceptions.</p> <p>In addition, the CAA performance profile showed Pupil Referral Services as being the poorest performing of the borough’s inspected children’s service sectors, with the only unit in the borough scoring as ‘satisfactory’ only. Further informal inspection by the Council’s own senior officers has confirmed this poor performance at the unit, and a risk that we could be failing those young people whose behaviour does not currently allow them to be at a mainstream school.</p> <p>Absence continues to be a problem in some of the borough’s secondary schools, with authorised and particularly unauthorised absence higher than all comparators. Persistent absence has been identified as a particular issue in two of the borough’s schools; focused support is being offered. Unauthorised absence in primary schools has also increased recently and is higher than statistical neighbours and the England average.</p>	<p>1.1.5 Children and young people do not suffer from bullying</p> <p>2.2.3 and 2.2.4 There is improved attendance and behaviour and reduced variation between schools and other education settings</p> <p>2.3.2 Children and young people educated by the Pupil Referral Service have access to an appropriate curriculum and make good progress.</p>

Priority area	Key actions to be taken during 2010-2011	Benefits lines
	<p>During 2010-11, therefore, we will take action to address these areas of poorer performance – improving behaviour, addressing persistent absence and reshaping provision for those previously at the Pupil Referral Unit. Specifically we will:</p> <ul style="list-style-type: none"> • establish a new Schools Behaviour and Attendance Partnership which will report to the CYPTB and oversee the development of a new Behaviour Strategy for the borough, with specific actions allocated to key services and stretching aims for performance improvement, including on bullying; • as part of the above strategy, we will use performance information more systematically to target schools and individuals with poor attendance and persistent absence to improve the support and challenge from the School Effectiveness Division and the new Family Wellbeing Service; and • replace the existing Pupil Referral Unit with new provision, working with schools to ensure that young people remain on school rolls, with tailored learning and support in place to meet their needs and ensure they continue to progress. 	

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>4 Primary school places</p>	<p>Richmond upon Thames benefits from some of the best primary schools in the country. As a consequence, demand for primary places is high and rising, with demographic and economic changes both impacting on demand over the last 12 months. The take-up rate from birth (i.e. the percentage of children born in the area who subsequently enter maintained primary schools in the borough) increased from 70% to 77% between 2008 and 2009.</p> <p>As the 2009 CAA notes, 'the Council has responded well to the additional demand for school places'. The Primary Strategy for Change outlined plans to provide five permanent additional forms of entry; and to respond to higher than anticipated levels of demand, the Council provided temporary classes for 2009 entry in seven schools. The permanent additions are being funded through capital derived from successful bids for central Government funding and other sources, including the Council's own resources and Section 106 education receipts from property developers. Since the plans were unveiled in the Primary Strategy for Change, the Council has secured an additional £3.3m from central Government to support further primary expansions.</p> <p>Despite this swift action, we know that the availability of primary places is a top concern for many local parents of young children. 2010-11 will continue to present significant challenges for the Council and the Children and Young People's Trust to ensure that sufficient places are available and that new primary provision is fully supported by wider services.</p>	<p>2.2.1 All primary schools improve attainment and achievement, with children in all areas of the borough able to access high quality places throughout the primary stage</p>

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	<p>During 2010-11 we will:</p> <ul style="list-style-type: none">• implement Phase 1 of the Primary Strategy for Change by expanding both Holy Trinity and the Stanley schools by one form of entry in September 2010 and proceeding with plans to expand Chase Bridge, Orleans Infant and St Mary's and St Peter's by one form of entry each in September 2011; and• present and consult upon options for Phase 2 of the Primary Strategy for Change, including solving the school place planning problems in the St Margaret's area.	

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>5 Improving the quality of 14-19 provision</p>	<p>The last year has seen further improvements in standards at secondary schools in the borough, with the proportion of young people achieving 5 A*-C or above including English and Maths GCSE results reaching 56%. This represents a 10% increase since 2004-05 and is above the national and London averages. Post-16, participation levels are very high, with around 90% of 17 year olds in education or training, again above the national and London averages. Post-16 attainment is also very strong, particularly at Level 3 (A-level), where Richmond upon Thames is one of the best performing boroughs in the country.</p> <p>But there are significant challenges ahead. There is still a need for further improvements in secondary attainment, particularly in lower performing schools (including schools undertaking the academies programme). In addition, new Raising the Participation Age legislation will require that the borough increases 16-18 participation levels from 90% towards 100% over coming years. This will be a huge challenge and require the development of new learning options to engage those young people currently leaving for employment without training aged 16. And while Level 3 attainment is very high, there is a need to improve provision for those taking Level 2 and below post-16, narrowing attainment gaps and particularly developing engaging pathways for those with special education needs up to 25. All of this will need to be achieved against a backdrop of challenging economic and financial circumstances, which may see increased risks of young people disengaging and fewer resources to support service improvements.</p>	<p>3.1.3 All children and young people enjoy high quality and personalised learning through the secondary phase</p> <p>3.2.2 All young people are provided with high quality information, advice and guidance (IAG) and supported to find learning pathways which successfully engage them in post-16 education and training</p> <p>3.2.4 Harder to reach young people receive advice and support to succeed in education and training post-16</p>

Priority area	Key actions to be taken during 2010-2011	Benefits lines
	<p>During 2010-11 the 14-19 Partnership will develop a refreshed 14-19 Plan for the borough, setting and implementing specific plans, and the Children and Young People's Trust will support this work, including:</p> <ul style="list-style-type: none"> • continuing support to improve secondary school attainment – including implementing three academies from September 2010; • implementing new learning pathways to engage learners aged 14-19 including: four more Diploma lines from September 2010; the first stages of a new Foundation Learning offer to support those at Level 1 or below, including young people with SEN; and expanding Apprenticeships; and • setting clear plans for improving information, advice and guidance (IAG) services to help young people stay engaged, and take action to provide wider support for those most vulnerable of becoming not in education, employment or training (NEET). 	

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>6 Ensuring more things to do and places to go</p>	<p>Richmond upon Thames already offers a very wide range of activities for children and young people, including some outstanding sporting and cultural opportunities, excellent play facilities, and an increasing youth offer which has seen a significant increase in young people's participation over recent years. Compared with other boroughs there is less concern about teenagers 'hanging around' on streets with little to do.</p> <p>However, there is always room for improvement and local residents and young people see this area as a priority for action. The Place Survey showed that 'activities for teenagers' were seen as the third highest priority for residents and the Tellus Survey indicates that there is still plenty to be done to improve the positive activities on offer. Consultation with children and young people as part of the development of the Children and Young People's Plan in 2009 consistently revealed this area to be their top priority for action over coming years, particularly affordability and promotion.</p>	<p>2.4.1 All children and young people can access a range of enjoyable things to do and places to go</p>

Priority area	Key actions to be taken during 2010-2011	Benefits lines
	<p>During 2010-11 we will continue build on the offer for young people in the borough, working with young people to develop more things to do and places to go, in particular we will:</p> <ul style="list-style-type: none"> • set out a clear youth offer for the borough, bringing together all the activities available and make sure this is widely communicated so that young people know what is available to them; • take further action on the youth capital strategy – particularly the development of a new youth café project in Richmond, skate park in Barn Elms and bike garage workshop; and • implement our Children and Young People’s Plan commitment to develop a clear participation and engagement strategy so all young people across the borough can work with the Trust to develop services that reflect their needs. 	

Priority area	Why has this area been selected as a priority?	Benefits lines
<p>7 Immunisations</p>	<p>The control of preventable life-threatening infectious disease is an NHS London priority as well as a main focus for NHS Richmond. The coverage of vaccinations throughout England varies but areas within London are particularly low. The immunisation programme aims to reduce disease, mortality rates and the risk of spreading such disease, especially through pre-school immunisation for under 5 year olds. Diseases such as diphtheria, tetanus, polio, pertussis, measles, rubella, mumps, Haemophilus influenzae type b (Hib), pneumococcal infection and meningitis C form the immunisation schedule for this age group. The complete routine childhood immunisation programme extends to the ages of 18 years old and includes vaccinations given at secondary school age and the HPV vaccine for girls to prevent cervical cancer. All of these vaccinations are a priority for NHS Richmond for increased uptake and achievement of healthcare targets.</p> <p>The World Health Organisation recommends that at least 95% of children in any borough should be up-to-date with their immunisations, receiving three doses of the vaccination against diphtheria, tetanus, polio and pertussis by the age of one and the first dose of the MMR vaccine by the age of two. This is a public health target that is currently not met by England and is a public health priority for all trusts.</p>	

Priority area	Key actions to be taken during 2010-2011	Benefits lines
	<p>During 2010-11 we will be continuing with the development of action plans and associated monitoring tools that clearly outline and co-ordinate the objectives we have as a PCT for reaching the 95% of all children vaccinated according to the immunisation schedule.</p> <p>In particular we will be:</p> <ul style="list-style-type: none"> • Developing and changing systems in integral places within the immunisation structure to ensure robust processes are in place to deliver a high quality vaccination service for the children and parents of our borough and increase uptake • Continuing to develop and enhance the data flow systems and data collection and storage systems so that healthcare records are accurate and up-to-date • Developing the robust performance management of all systems throughout the immunisation structure to ensure procedures at the PCT and within the community through our providers are appropriately managed to obtain the highest quality of standards and support continually 	