

Rotherham  
Voice of the Child  
Education Lifestyle Survey  
2016

Trends Analysis  
Child Centred Borough Measures  
Year 7 and Year 10  
2014 - 2016

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## **1. Summary**

There is a priority in the Improvement Plan for Rotherham Council to become a Child-Centred Borough. The aim of the Child-Centred Borough is for communities of children, young people and adults, including elected members to combine their resources to support every child to be the best they can.

A paper has been approved by cabinet which sets out the aspirations for Rotherham to become a borough that is recognisably child centred. A member led working group will develop and oversee a strategy that will focus on the following principles

- A focus on the rights and voice of the child
- Keeping children safe and healthy
- Ensuring children reach their potential
- An inclusive borough
- Harnessing the resources of communities
- A sense of place

The success of the child-centred borough strategy can be measured by a range of indicators in the annual Lifestyle Survey for Y7 (age 11/12 years) and Y10 (age 14/15 years) pupils.

The Lifestyle is an annual survey that is offered to schools and pupil referral units for two age groups of children. This is a survey that has been ongoing since 2008.

This report covers potential indicators and trend analysis since 2014 which could be used to support measuring the progress of the child-centred strategy.

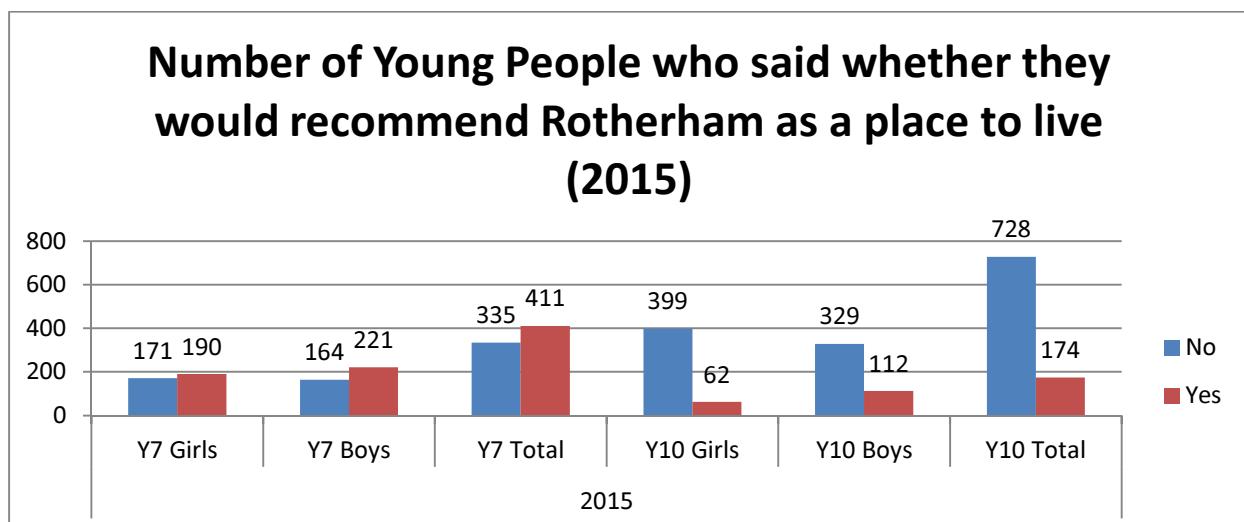
## 2. Focus on the rights and voice of the child

### 2.1 Being proud about Rotherham

Young people in the lifestyle survey are asked if they would recommend living in Rotherham and would they like to be living in Rotherham in 10 years' time.

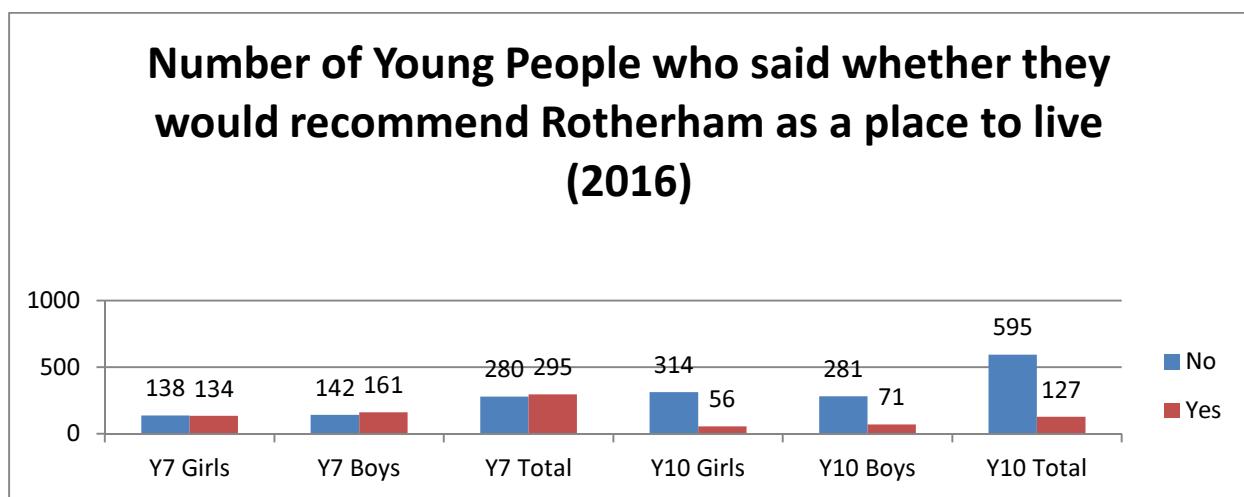
This question allows young people to have their voice heard about their town and community and if they are proud of their town.

The results shown show the trend between 2015 and 2016.



#### Overall for 2015

- 16% of girls said they would recommend Rotherham as a place to live
- 35% of girls said they would not recommend Rotherham as a place to live
- 49% of girls were undecided
- 22% of boys said they would recommend Rotherham as a place to live
- 33% of boys said they would not recommend Rotherham as a place to live
- 55% of boys were undecided

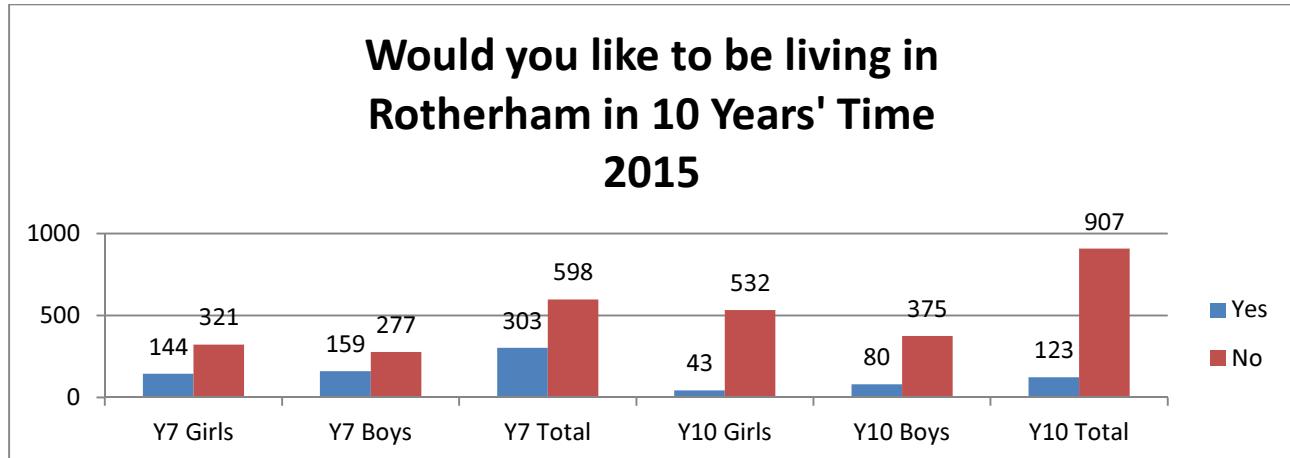


#### Overall for 2016

- 13% of girls said they would recommend Rotherham as a place to live
- 31% of girls said they would not recommend Rotherham as a place to live
- 56% of girls were undecided

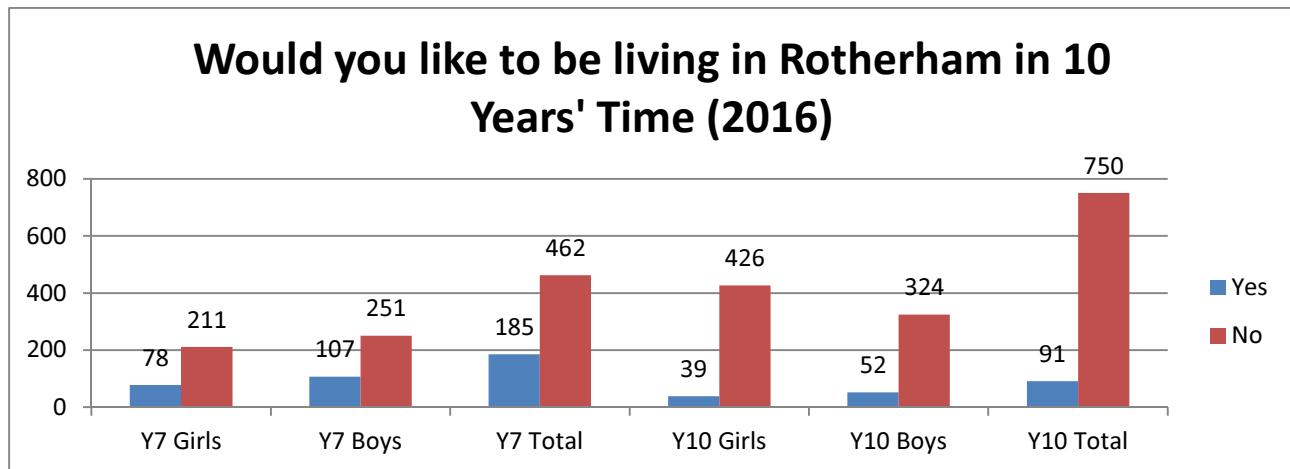
- 17% of boys said they would recommend Rotherham as a place to live
- 31% of boys said they would not recommend Rotherham as a place to live
- 52% of boys were undecided

It is evident that the decline in pupils not wanting to recommend Rotherham as a place to live happens by the time pupils reach Y10.



#### Overall for 2015

- 11% of girls said they would like to be living in Rotherham in 10 years' time
- 53% of girls said they would not like to be living in Rotherham in 10 years' time
- 36% of girls were undecided
- 16% of boys said they would like to be living in Rotherham in 10 years' time
- 34% of boys said they would not like to be living in Rotherham in 10 years' time
- 50% of boys were undecided



#### Overall for 2016

- 9% of girls said they would like to be living in Rotherham in 10 years' time
- 44% of girls said they would not like to be living in Rotherham in 10 years' time
- 47% of girls were undecided
- 12% of boys said they would like to be living in Rotherham in 10 years' time
- 42% of boys said they would not like to be living in Rotherham in 10 years' time
- 46% of boys were undecided

The trend for not wanting to live in Rotherham in 10 years' time continues from Y7 through to Y10 for both boys and girls.

**Possible Actions:**

- Develop survey for children in Y10 and above to ask them what would encourage them to want to recommend Rotherham as a place to live and want to live in Rotherham in the future?
- Promotion in schools to the benefits of living in Rotherham, what does Rotherham have to offer young people, what is planned for the future for Rotherham.

**3. Keeping Children Safe & Healthy****3.1 Feelings and Mental Health**

The lifestyle survey asks pupils questions about their feelings, what do they usually feel good about, this aims to ascertain how healthy children are feeling about their mental health.

The trend between 2014 and 2016 has shown that rated the highest for feeling good with an average of 85% (2385) children feel good about their home life.

Rated the lowest for feeling good with an average of 57% (1599) children feel good about the way they look, this is higher for girls than boys.

**3.2 Talking about mental health issues/problems**

Young people are asked who they would discuss their problems and issues with.

The results in 2014, 2015, and 2016 followed the same trend for both Y7 and Y10.

Most young people would prefer to talk to a friend or a family member if they have any problems that are worrying them.

In 2016 more young people are choosing to speak with their youth worker or school nurse.

**Possible Actions**

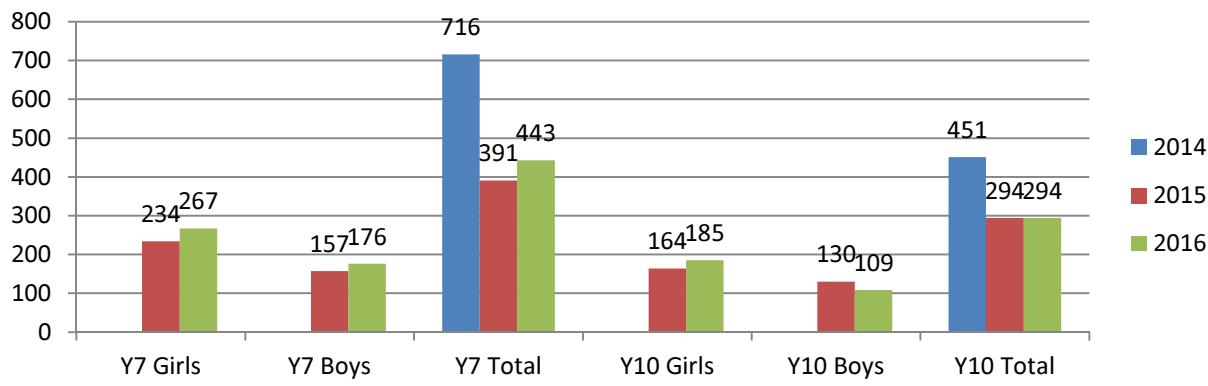
- PSHE Leads at school to ensure that positive body image is included in the curriculum.
- All schools display information where young people can go for help if they have concerns about their mental health.
- Include links to mental health support services in 2017 Lifestyle Survey on Survey Monkey

**3.3 Bullying**

Childhood bullying can have lasting effects on Mental Health. Studies have found a link between bullying and a higher risk of mental health problems.

Pupils are asked in the lifestyle survey if they have experienced bullying.

## Number of Pupils who said they have experienced bullying



The % of children who said they have been bullied has increased in 2016.

On average, bullying rates for overall Y7 and Y10 are

- 2014 - 28%
- 2015 – 22%
- 2016 – 26%

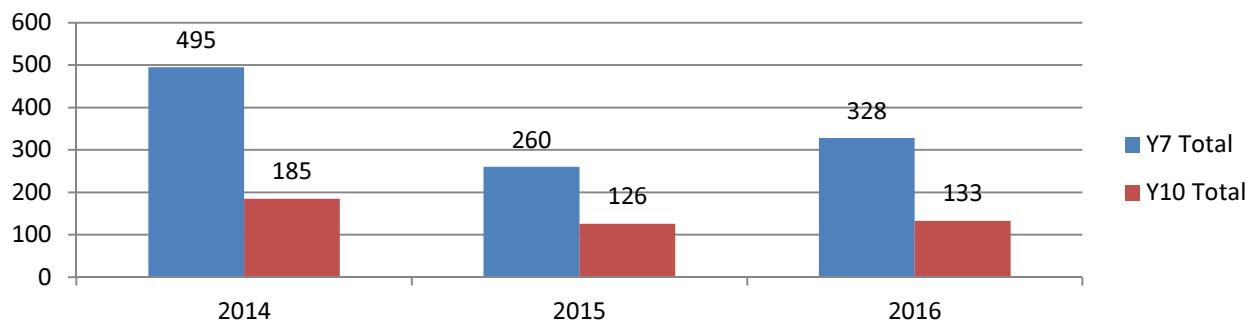
The split of data by boy/girl was not done for the bullying questions in 2016.

The data shows that more Y7 children said they have been bullied and more girls said they had been bullied.

### 3.3.1 Receiving support after being bullied.

From the pupils who said they had been bullied, these are the figures for the young people who said they received some support.

## Number of pupils who said they received some support after being bullied



The % of children who said they have been supported after being bullied has increased in 2016.

On average, the % rates for pupils who have been supported after being bullied, overall Y7 and Y10 are

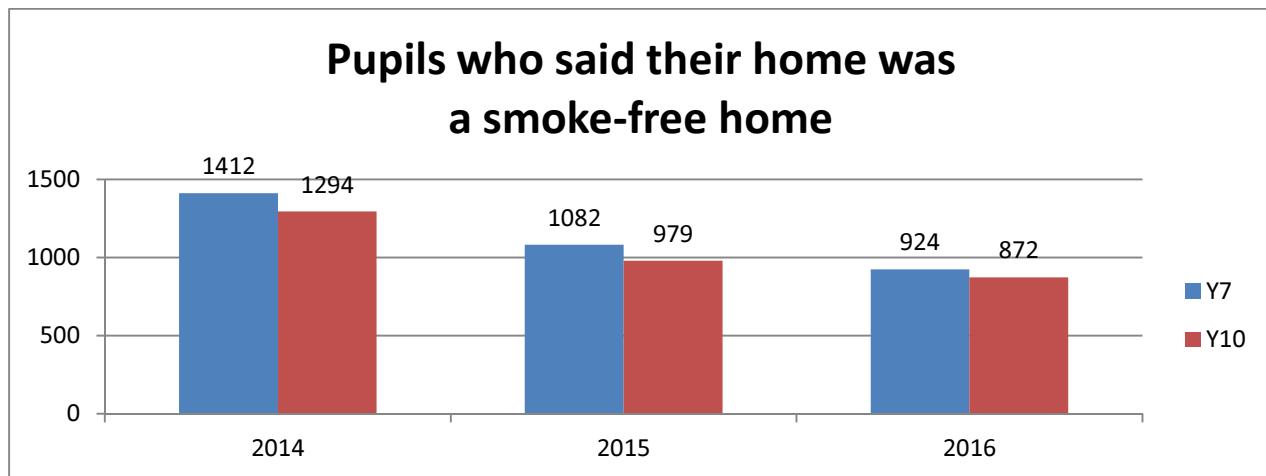
- 2014 - 55%
- 2015 – 55%
- 2016 – 58%

### Possible Actions

- Raise awareness of bullying with Y7 pupils or Y6 pupils at transitions from primary school. Clear information on how to report bullying and preventative activities.

### 3.4 Smoking

Young people are asked if they live in a smoke-free home, this is explained to them that no members of their family are smokers.



The data shows that more year 7 pupils say their home is smoke free.

On average over the 3 years it is 65% who say they live in a smoke free home.

- 2014 – 66%
- 2015 – 66%
- 2016 – 64%

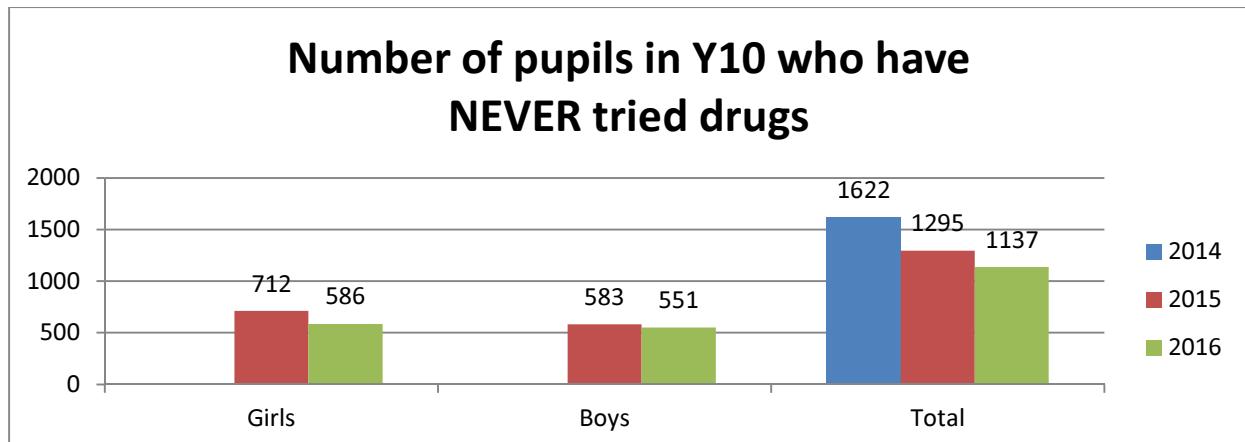
The decline in the % of pupils saying they come from a smoke free home could be attributed to the increase of use in electronic cigarettes. More pupils in 2016 said they have tried an electronic cigarette.

### Possible Actions

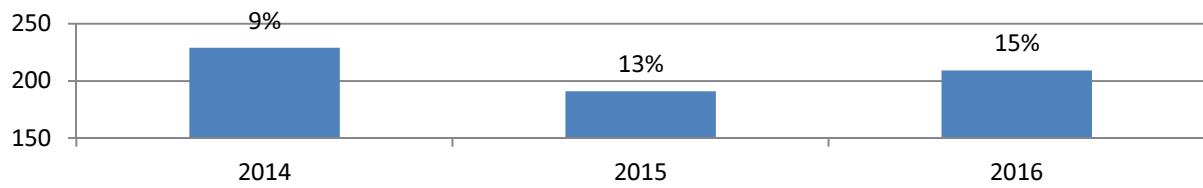
- PSHE Leads at school highlight the issues with smoking both tobacco and electronic cigarettes.
- All schools to participate in activities to support No Smoking Day/Week
- Links to support for stopping smoking to be included in 2017 survey on Survey Monkey.

### 3.5 Drugs

Young people are asked if they have ever tried drugs. It has been identified a possible measure for Child-Centred Borough around health, is look at Y10 pupils who have said they have tried drugs, even if this was just once.



## Number of pupils in Y10 who have tried drugs (%)



The data shows that there is an increase in the % of Y10 who have said they have tried drugs.

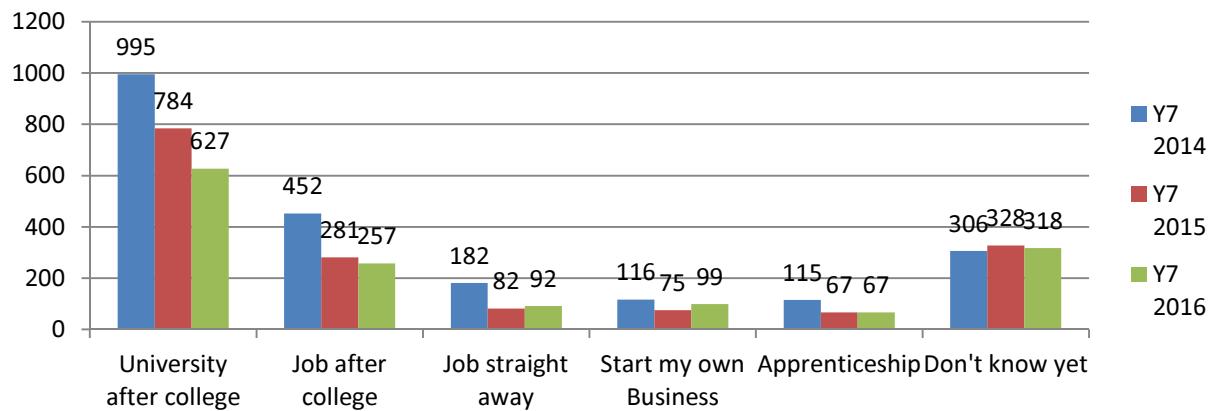
### Possible Actions

- PSHE Leads at school highlight the issues around drugs in particular in Y10.
- Links to support for stopping using drugs to be included in 2017 survey on Survey Monkey.

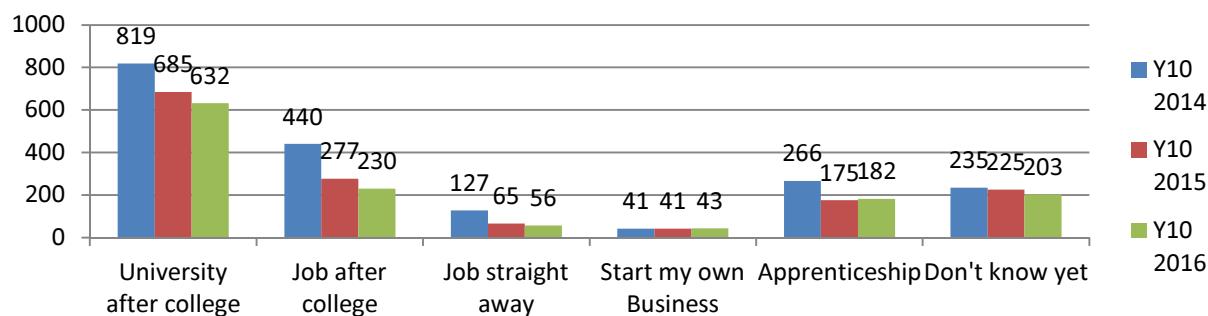
#### 4 Ensuring Children Reach Their Potential

The lifestyle survey asks pupils what are their aspirations for when they leave school. Pupils in Y10 at the time of the survey have just one further year at a secondary school, before making choices what they would like to do next. Pupils in Y7 are just completing their first year of secondary school.

### Aspirations Y7



### Aspirations Y10



For both Y7 and Y10 the trend has continued with the most popular choice for what pupils would like to do when they leave school being go to university.

Over the past 2 years through there has been an increase in the % for pupils choosing they would like to get an apprenticeship or start their own business

**On average overall the % choices are**

- University – 46%
- College then a job – 19%
- Don't know yet – 17%
- Apprenticeship – 11%
- Job straight from school – 5%
- Start own business – 2%

**Possible Action:**

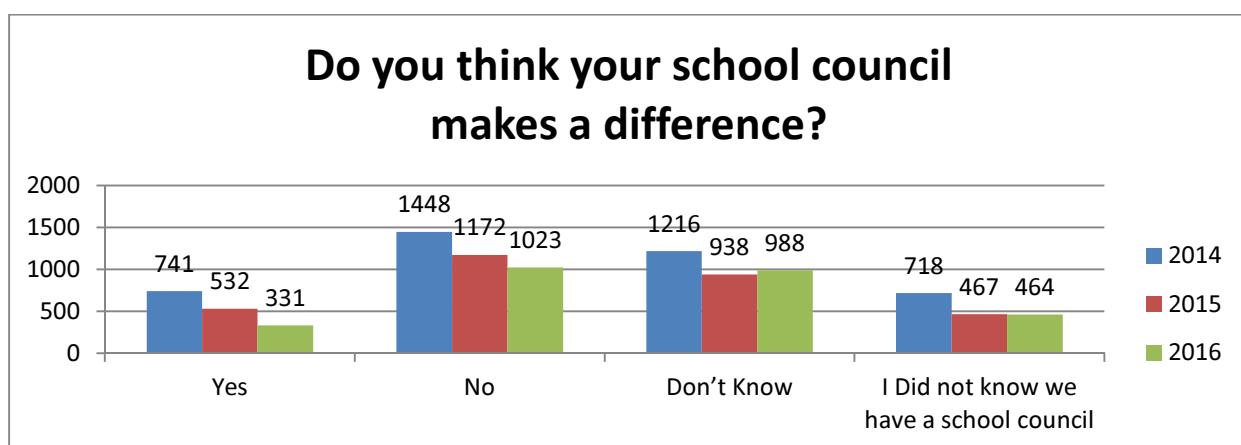
- Ensuring there is support to pupils at school with information about starting own business – work with RIDO

## 5. Harnessing the resources of communities

There are no specific measures identified that could be extracted from the lifestyle survey. There is potential to add further questions to the survey.

Pupils being involved with their school council are a volunteer opportunity for pupils to engage with school projects and be part of democratic processes.

Pupils are asked in the survey, do you think your school council makes a difference.



Overwhelmingly the lowest % is pupils saying that their school council makes a difference.

**Possible Action:**

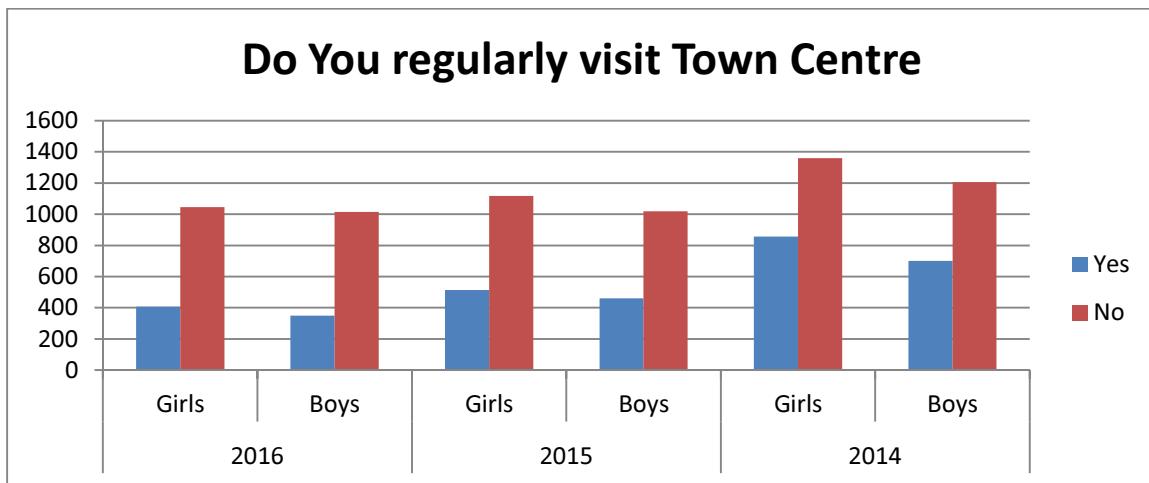
- Joint working with voluntary sector to identify potential questions that could be added to the survey to support this theme. A question could be asked if pupils are involved in volunteering.
- Ask school to promote their school council and communicate the benefits to pupils of being involved in school democratic processes.

## 6. A Sense of Place

### 6.1 Visiting Rotherham Town Centre

We want children to be proud of their home town and community and want to share positive messages about Rotherham. We want children and young people to feel safe when they are in their local community and when they visit Rotherham town centre.

Young people were asked if they regularly visit Rotherham town centre, this is at least once per week.



There has been a downward trend of young people visiting Rotherham Town Centre. More girls did respond that they do visit the town centre.

## 6.2 Feeling Safe Town Centre & Local Community

The 2016 questions around safety were altered slightly to ascertain the level of feeling safe/unsafe. In 2014 and 2015 surveys young people were asked to state yes/no whether they felt safe or not. There have been significant improvements from young people saying they feel safe in the 2016 results.

	Year 7				
	2014 Yes I feel safe	2015 Yes I feel safe	2016 I always feel safe	2016 - I sometimes feel safe	2016 I never feel safe
In my local community	613 (28%)	503 (31%)	833 (58%)	555 (38%)	57 (4%)
In Rotherham town centre	181 (8%)	162 (10%)	403 (28%)	672 (46%)	155 (11%)
At Rotherham Town Centre Bus Interchange	136 (6%)	211 (13%)	365 (25%)	535 (37%)	157 (11%)
At Rotherham Train Station	100 (5%)	40 (2%)	236 (16%)	399 (28%)	191 (13%)

	Year 10				
	2014 Yes I feel safe	2015 Yes I feel safe	2016 I always feel safe	2016 - I sometimes feel safe	2016 I never feel safe
In my local community	739 (38%)	595 (40%)	52%	41%	7%
In Rotherham town centre	241 (12%)	267 (18%)	270 (20%)	587 (44%)	348 (26%)
At Rotherham Town Centre Bus Interchange	246 (13%)	297 (20%)	296 (22%)	530 (40%)	286 (21%)
At Rotherham Train Station	194 (10%)	267 (18%)	234 (18%)	370 (28%)	209 (16%)

### 6.3 Main reason for feeling unsafe

Pupils who said they did not always feel safe in the Rotherham Town Centre locations including town centre bus interchange and train station, were asked for the main reasons why they did not feel safe.

These are the top 3 reasons that young people have said over the past 3 years.

Fear of gangs or large groups, being approached by strangers and protests and marches are prominent reasons for feeling unsafe for both Y7 and Y10.

Year 7			
Risk Rating	2014	2015	2016
1	Being approached by strangers	Being approached by strangers	Fear of large gangs or groups
2	Being Alone	Fear of large gangs or groups	Being approached by drunks
3	People Standing Outside Pubs	Lack of visible security i.e. police or warden	Dark nights

Year 10			
Risk Rating	2014	2015	2016
1	Being approached by strangers	Being approached by strangers	Fear of large gangs or groups
2	Fear of large gangs or groups	Fear of large gangs or groups	Protests or Marches
3	Lack of visible security i.e. police or warden	Being Alone	Being approached by drunks

### Possible Action

- Promote the ongoing work that has happened in Rotherham Town Centre and Bus station to improve the safety and well-being of children and young people.
- Share information in schools about safety, town centre and how to report a problem.