Our Vision

All agencies working together to ensure children, young people and families have their needs identified early so that they can receive swift access to targeted help and support

Rotherham Early Help Strategy 2016-2019
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Foreword

Rotherham is a place where things are changing for the better. There is growing evidence of a collective determination and commitment to make Rotherham a place to be proud of; a place where people chose to work, live and raise a family. At the heart of our vision is the pledge that Rotherham will be a Child-Friendly Borough and a place where families experience swift access to early help and support.

An effective Early Help offer is central to our improvement journey. Delivering effective Early Help services with our partners to children and families has, at its heart, a belief that when partners work together we can deliver the right services and support at the right time. Effective Early Help prevents problems from escalating and ensures children and families thrive in the borough.

This Early Help Strategy sets out our intention to work together to harness our collective expertise and resources and organise these to meet the needs of children and families. Rotherham Council will lead the way, but alone, we will fail. We will work in partnership and plan together to realise our vision.

Our Early Help Strategy is a public statement of our collective commitment of what families can expect from us, and what we will expect from each other.

For our Early Help Strategy to be realised it must be shared and owned by all the multi-agency partners who work with children, young people and families in Rotherham.

Cllr Gordon Watson,
Deputy Leader,
Cabinet Member for Children and Young People’s Services
A Child-Friendly Borough

Our vision for children, young people and families is clear and our approach is simple. It is far better to provide focused support when problems first emerge, rather than delivering a more costly statutory intervention when the needs have escalated. This includes using Early Help services to reduce or prevent specific problems from getting worse and becoming deep seated or entrenched. Through a coordinated partnership approach, our Early Help Strategy aims to reduce the demands upon specialist and higher tier services and improve outcomes for children, young people and families in Rotherham.

We are proud to set our Early Help Strategy in the context of Rotherham’s aspiration of becoming a Child-Friendly Borough. The aim of a Child-Friendly Borough is for families, local communities, the council, partners, businesses and elected members to combine their resources and collective will to support every child to be the best they can.

The ambition starts small by declaring that Rotherham wants every child to have a positive start in life and a good childhood so they can grow into well adjusted, emotionally resilient individuals who will enjoy healthy and mutually respectful relationships in adulthood, become responsible citizens and become good parents to their own children when the time comes. Rotherham’s Child-Friendly Borough is founded on the following six 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

Rotherham’s Early Help Strategy is an ambitious three-year plan and we will track our progress across three distinct phases.

**Phase one** is about going back to the basics. Putting effective systems and processes in place that are easy to access and simple to understand. By March 2017 we will have created integrated, early help locality teams, bringing together previously separate professional disciplines and co-locating staff with partners in multi-agency early help hubs. We will have systems in place that allow us to monitor and track our progress and we will have the right governance in place to ensure there is appropriate accountability and effective support and challenge across the system. We will ensure that children, young people and families are at the heart of everything that we do by putting systems in place that capture the quality of the Early Help offer and enable us to continually improve.
Phase two will see a whole service delivery redesign; developing new job roles and more efficient and effective ways of working to embed a shared responsibility across the partnership for meeting the needs of families earlier. We will build on our achievements in phase one and refine our Early Help offer through further integration and service redesign with our partners and stakeholders. We will develop new partnerships across departmental and geographical boundaries to enable families and communities to thrive and explore creative funding solutions such as social impact bonds and pooled budgets.

Phase three will ensure that our Early Help offer is sustainable. We will work in partnership to explore the potential for all-age family integrated services and look at innovative ways to reshape our existing buildings and centres into all age delivery points in localities and communities. The local authority will review our staffing structures and seek to reduce our management capacity as the Early Help offer becomes further embedded across the wider early help partnership.
Rotherham’s Early Help Journey

**PHASE 1: by March 2017**
- Design and embed the new Early Help Front Door (Early Help Triage Team)
- Design and develop a new Early Help Pathway across the partnership
- Design, launch and embed a new Early Help Request for Support
- Design, launch and embed a new Early Help Assessment
- Establish a Member led Early Help Review Board
- Establish a Multi-Agency Early Help Steering Group
- Design and embed a weekly Step Down / Step Up panel
- Develop models of multi-agency, effective integrated working within Early Help locality Teams
- Develop and embed an Early Help Quality Assurance Framework and use data to improve practice and outcomes
- Design and launch an Early Help offer (online)
- Engage with partner agencies to develop a whole family approach across the wider workforce
- Implement a new outcomes focused performance framework (OBA)
- Deliver a systematic roll-out of Restorative Practice across the Early Help workforce
- Design with partners and service users a visual identity and branding for Rotherham’s Early Help offer

**PHASE 2: by March 2018**
- Re-design the Early Help Teams; developing new roles, job profiles and models of working to embed whole family working and even greater links with partners and stakeholders
- Share responsibility across the partnership for meeting the needs of families earlier (measured by an increase in Early Help Assessments completed)
- Refine our Early Help offer through further integration and service redesign with our partners and stakeholders (Health Visitors, school nurses, CAMHS, Police)
- Develop new partnerships across departmental and geographical boundaries to enable families and communities to thrive
- Explore creative funding solutions such as social impact bonds and pooled budgets

**PHASE 3: by March 2019**
- Explore the potential for all-age family integrated services in neighbourhoods reflecting local needs and diversity
- Think creatively about the best use of the partnerships buildings and centres into all age delivery points in localities maximising opportunities with service users partners, community and adult services
- Review and reduce the local authorities management structures as the Early Help offer becomes further embedded
- Implement more innovative, evidence based approaches to ensuring better outcomes for children, young people and families in Rotherham
What Is Early Help?

*Working Together to Safeguard Children 2015* provides our definition for Early Help in Rotherham:

Early Help means providing support as soon as a problem emerges, at any point in a child’s life, from the foundation years through to the teenage years. Early Help can also prevent further problems arising, for example, if it is provided as part of a support plan where a child has returned home to their family from care.

It is better to provide an intense, focussed intervention when problems first emerge, rather than delivering a more costly statutory intervention when the needs have escalated. This includes using Early Help services to reduce or prevent specific problems from getting worse and becoming deep seated or entrenched. Through our Early Help Strategy we aim to reduce the demands upon specialist and higher tier services.

Effective Early Help relies upon local agencies working together to:

- Identify children and families who would benefit from early help
- Undertake an assessment of the need for early help;
- Provide targeted early help services to address the assessed needs of a child and their family which focuses on activity to significantly improve the outcomes for the child.

Local authorities, under section 10 of the Children Act 2004, have a responsibility to promote inter-agency cooperation to improve the welfare of children.

Both evidence and experience show that Early Help is a key component to delivering outstanding services for children, young people and families. The Early Help Strategy contributes directly to Rotherham’s vision.

Our Vision

The Rotherham Children, Young People and Families Strategic Partnership have agreed the following vision;

*“Working with children, families and our partners, for Rotherham’s Children’s Services to be rated outstanding by 2018”*

Our key outcomes will be;

- Children and young people are healthy and safe from harm
- Children and young people start school ready to learn for life
- Children, young people and their families are ready for the world of work

This will mean our children, young people and families are proud to live and work in Rotherham.
Rotherham’s Early Help Vision

All agencies working together to ensure children, young people and families have their needs identified early so that they can receive swift access to targeted help and support.

We will work in partnership to utilise and develop a wide range of services and resources so that we can put in place effective, multi-agency, prevention, early identification and support. We will provide the right interventions to reduce or prevent specific problems from getting worse or becoming entrenched and complex. All our interventions will be well coordinated and take account of the whole family. All agencies will work consistently across the borough by using the Rotherham Early Help Assessment; this will help us to work with the family, to understand their needs and create a clear plan. Our plans will identify specific actions, outcomes and realistic timescales that families and professionals can share and work on together.

The Context for Early Help in Rotherham

In November 2014 the Ofsted inspection of Rotherham’s services for children in need of help and protection, looked after children and care leavers found that services were inadequate. This inspection was preceded by Alexis Jay’s inquiry into Child Sexual Exploitation, published in August 2014, and followed by Louise Casey’s Corporate Governance Inspection, published in February 2015. There was clear consensus and acceptance that the council and its partners were failing to meet the needs of children, young people and families.

The local authority and its partners have responded with urgency and determination. There is a newly stated commitment and passion to deliver better outcomes for children, young people and families in Rotherham.

These are stated in:

- **A Fresh Start** – the Council’s corporate organisation-wide improvement plan
- **Rotherham Children & Young People’s Services Improvement Plan**, overseen by the Children’s Improvement Board
- **The Rotherham Plan** – which provides a framework for partners’ collective efforts to create a borough that is better for everyone who wants to live, work invest or visit.

Our Early Help Strategy is an integral part of our collective planning and actions to deliver and achieve better outcomes.
The Case for Early Help

In Rotherham, most children, young people and family’s needs are met by universal services, that is, those services that are available to everyone.

For those children and families who face more challenges and may have multiple needs, Early Help services provide additional capacity and expertise.

The Early Intervention Foundation (EIF) estimates that in England and Wales nearly £17 billion per year is spent on addressing the problems that affect children and young people such as poor mental health, unemployment and youth crime. Although this figure is substantial, the real cost is even greater as it does not capture the longer term impact of these poor outcomes, which can last into adult life and sometimes into the next generation, nor does it capture the wider social and economic costs. Therefore, late intervention is not just expensive; the human and social costs are even greater.

The body of evidence that supports the concept of delivering help when problems first arise has been building over many years.

‘We have found overwhelming evidence that children’s life chances are most heavily predicated on their development in the first five years of life. A shift in focus is needed towards providing high quality integrated services aimed at supporting parents and improving the abilities of our poorest children during the period when it is most effective to do so. Their prospects of going on to gain better qualifications and sustainable employment will be greatly enhanced.’ Frank Field, 2010

‘I recommend that the nation should be made aware of the enormous benefits to individuals, families and society of early intervention – a policy approach designed to build the essential social and emotional bedrock in children aged 0-3 and to ensure that children aged 0-18 can become the excellent parents of tomorrow.’ Graham Allen, 2011

‘Preventative services can do more to reduce abuse and neglect than reactive services. Many services and professions help children and families so co-ordinating their work is important to reduce inefficiencies and omissions.’ Eileen Munro, 2011

A society which fails to deliver it generates enormous problems for the future in terms of social disruption, inequality, mental and physical health problems, and cost. At its starkest, preventing these adverse childhood experiences could reduce hard drug use by 59%, incarceration by 53%, violence by 51% and unplanned teen pregnancies by 38%.

1001 Critical Days Manifesto, Feb.2015

We have recently produced a document: What do good early help services look like? This summary document is based upon recent Ofsted inspections of good and outstanding Children’s Services. The inspection reports point to the need for a well understood offer, clear pathways, the commitment of partners and strong investment in Early Help as being critical features of outstanding children’s services.
Who is Early Help For?

Most children, young people and families in Rotherham thrive. They will access and benefit from the excellent universal services that are available such as high performing schools and nurseries, parks, libraries and leisure activities and health services delivered by GPs, midwives, health visitor and school nurses. But some families may need to access additional support at some time; they might need short-term help to address a specific problem or longer-term support with more complex or stubborn needs, particularly if a family member has special educational needs, disabilities or impairments.

We recognise that the needs of children, young people and families are not static. It is critically important that there is a shared understanding, between all our partners, of thresholds and triggers for providing support and intervention. It is equally important that we work together flexibly to meet the needs of both the child and the family to achieve sustainable outcomes.

Rotherham’s Local Safeguarding Children Board (RLSCB) has published a Rotherham Multi-agency Continuum of Need Guidance to help all professionals working with children, young people and adults to decide what kinds of help and support is best for a child and family.

### Continuum of Need and Support

Working together in partnership to help children, young people and their families improve their lives across the continuum of need.

<table>
<thead>
<tr>
<th>LEVEL 1 Universal</th>
<th>Level 1 Universal: Support at this level is provided universally for all children and young people throughout Rotherham, aged 0-18. Most families use only universal services such as children centres, health centres, GPs, hospitals.</th>
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<tbody>
<tr>
<td>(56,400) Children</td>
<td></td>
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<tr>
<td>LEVEL 2 Vulnerable</td>
<td>Level 2 Vulnerable: Early help for emerging problems. Appropriate support to children where there is a higher level of need, more targeted delivery through schools, children’s centres, voluntary and community sector providing a swift and appropriate response.</td>
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<tr>
<td>(10,000) Children</td>
<td></td>
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<tr>
<td>LEVEL 3 Complex</td>
<td>Level 3 Complex: Child in Need. Can be similar to level 2 but the family are not managing to affect change. They require enhanced, more intensive and/or specialist support. This is appropriate support for children and families whose needs are sufficiently complex to require a statutory social work service. This can be a longer term and specialised, for example supporting a child with disabilities or child with areas of significant need.</td>
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<tr>
<td>(2,000) Children</td>
<td></td>
</tr>
<tr>
<td>LEVEL 4 Acute</td>
<td>Level 4 Acute: Statutory child protection and Children in Care. Support and engagement where children and young people are experiencing or likely to suffer significant harm. Families where the problems are severe and have not improved through enhanced or specialist support.</td>
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<tr>
<td>(850) Children</td>
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<th>Key Agencies that can Provide Support</th>
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<td>Health Visiting</td>
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<td>Social Care</td>
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<td>School/education</td>
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<tr>
<td>CAMHS</td>
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<tr>
<td>Early Help &amp; Family Engagement Service</td>
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<tr>
<td>Voluntary/ Community</td>
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<tr>
<td>Police</td>
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<td>Police VPU</td>
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<td>Probation</td>
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The Multi-Agency Meeting the Needs document has been developed to offer guidance for practitioners in all agencies working with children, families and adults with access to children in Rotherham. The full guidance is available on the Rotherham Safeguarding Children Board website www.rscb.org.uk. The Rotherham Multi-agency Continuum of Need Guidance provides a clear indication of where Early Help fits within the continuum and emphasises how important it is for all professionals to work together to clearly assess and respond to the needs of the child and family, from a multi-agency perspective.

Working Together 2015 provides further guidance for the focus of Early Help, recommending that professionals should, in particular, be alert to the potential need for Early Help for a child who is:

- Disabled and has specific additional needs
- Has special educational needs and is a young carer
- Is showing signs of engaging in anti-social or criminal behaviour
- Is in a family circumstance presenting challenges for the child, such as substance abuse, adult mental health, domestic abuse
- Is showing early signs of abuse and / or neglect and / or sexual exploitation

Designing Rotherham’s Early Help Offer

Rotherham’s Early Help offer has been informed by evidence of what works best for children, young people and families and extensive consultation with services users, partners, Councillors, the voluntary and community sector, South Yorkshire Police, Fire and Rescue, Young Inspectors and the Youth Cabinet, neighbouring local authorities, our Practice Improvement Partner Lincolnshire County Council and Rotherham’s key strategic boards including; the Rotherham Local Safeguarding Children Board, Heath & Wellbeing Board, Children and Families Strategic Partnership and the Council’s Senior Leadership Team (SLT).

Our collective Early Help arrangements will ensure that, children whose needs and circumstances make them more vulnerable, a coordinated multi-disciplinary approach will be applied. Building on what we have learned through the delivery of the Troubled Families programme, (Families for Change), we will embed a ‘one family, one worker, one plan’ principle to ensure that support is effective and impactful. This principle will inform our five key strands:

- The importance of the early years
- The importance of adolescence
- The importance of the whole family
- The importance of the community
- A focus on neglect
Underpinning these strands are our commitments to:

- **Build the capacity of vulnerable families** to support their children to achieve positive outcomes. Helping parents to be strong and effective is the most effective way to help children, and a focus on parenting runs through all of our work.

- **Ensure that children and young people are supported through the key transitions** that may cause disruption to their well-being; including transitions between schools, services, professionals and between localities.

- **Identify need early by working closely with universal settings.** Our goal will be to prevent problems emerging before they develop or to intervene appropriately at the earliest possible stage.

- **Ensure clarity for service users and providers of children’s and family services on how to access Early Help when they need it.** Services will be easily accessible and located where they are most needed. Information on services will be accurate and up to date and accessible to all who need it.

- **Take a ‘Whole Family approach’** with one lead professional for the family, whilst ensuring we maintain the knowledge and skills of relevant specialist roles.

- **Develop personalised and family focused intervention plans** based on an assessment of need. Where possible we will develop consistent, trusting relationships with families to support sustainable change.

- **Make sure specialist services are easily accessible when a child’s needs cannot be met in universal or Early Help services.** Partners can make a request directly to specialist services when a child is in need of help, when specialist education support services are required, and where it is believed that a child is suffering or likely to suffer significant harm.

- **Actively engage with specialist education**, health and social care services to provide joined up support all young people with special educational needs, always contributing to the Education Health and Care planning process where appropriate.

- **Design and commission our services and the interventions we deploy based on evidence of what works**, with support from Research in Practice (RIP) and the Early Intervention Foundation (EIF).

- **Ensure that children, young people, their families and communities drive the design and evaluation of our services and are involved in decision-making regarding the delivery of those services.**
The Importance of the Early Years

What we know

What happens in the early years can have a lifelong impact on all aspects of health and wellbeing, educational achievement and economic status. The importance of the early years is highlighted in Rotherham’s Health and Wellbeing Strategy where the Aim One objective is that; all children get the best start in life.

The Health and Wellbeing Strategy also highlights the problems of child poverty in the borough, with a higher than average number of children living in poverty when compared against both regional and England averages. The provision of good Early Help is an essential component in meeting the objectives of the Health and Wellbeing Strategy, and mitigating the effects of child poverty.

For our work to be successful in the early years it requires a coordinated partnership approach. This is essential, particularly between health and local authority services. Midwives and Health Visitors who deliver universal provision from pre-birth until a child starts school. They are perfectly placed to provide Early Help, and to identify if there is an unmet need that can be met by another service.

Children’s Centres are an important focus for parents with young children. We have worked hard to integrate the children’s centre offer into Early Help and ensure that delivery is flexible and whole-family. We will continue this journey and work to ensure that our early education offer is outstanding. Encouraging the families of vulnerable two year olds to take up the offer free early education provision is a priority. Currently 82% of vulnerable two year olds in Rotherham access provision and we will work hard to improve this further.

Getting our Early Help offer right in the early years, creates the opportunity to have a significant impact on obesity, dental health, vulnerability to disease and educational attainment. All of these things have a life-long impact on the health and wellbeing of children and families.

What we will do

- We will have a focus upon identifying vulnerability in the early years. Our Midwives, GP’s, Health Visitors and early year’s providers will have a key role to play.
- We will work with Public Health and our Clinical Commissioning Group (CCG) to define the scope of an integrated child’s health & social care programme and work together to realise its potential.
- We will work in partnership with commissioners and providers to ensure that the Early Help Assessment is fully integrated into the practice of midwives, health visitors and school nurses.
- We will work in partnership with early education providers to ensure that a large percentage of our most vulnerable two year olds access the provision to which they are entitled.
The Importance of Families

What we know

Evidence shows that the most effective way to work with vulnerable families is to provide support that is coordinated and focused on problems that affect the whole family. The Early Help Assessment forms the basis of this approach and will be adopted and embedded as a fundamental principle of how all agencies deliver Early Help in Rotherham. We will embed these principles into the way that we work with all our families. We will expect that:

- There will have been an assessment that takes into account the needs of the whole family
- There will be an action plan that takes account of all (relevant) family members
- There will be a lead worker for the family who is recognised by the family and other professionals involved with the family
- The objectives in the family action plan will be outcomes focused, including supporting parents who aren’t working to find employment or move closer to the labour market

Our focus on families is also a focus on parenting. The demand for support to improve parenting skills is high and runs across the continuum of need. Early Help will take a lead in delivering a robust, evidence based parenting offer for the borough, with support to parents available through both group and individual sessions.

What we will do

- Ensure that our Early Help offer recognises the crucial role of all family members – not just mothers and fathers, but step-parents, grandparents, siblings and other extended family members and carers
- Work with all partners who support vulnerable families to ensure that the principles of the programme are well understood and influence practice
- Work with our partners at the Department of Work and Pensions to provide employment support as part of a coordinated whole family plan that families are able to engage with
- Develop and deliver a robust, evidence-based parenting offer to be delivered in a variety of accessible settings across the borough
- Ensure that our work is outcomes-focused and that we can evidence this
- Ensure that the family are fully involved in the design, delivery and evaluation of the services and support if they receive.
The Importance of Adolescence

What we know

The Local Authority has a statutory duty with regards to young people aged 13 to 19, and those with learning difficulties to age 24, to improve their well-being [Section 507B of the Education and Inspections Act 2006]. High quality youth services are educational as well as recreational, defined in the act as “educational leisure time,” supporting participation in education, improving community cohesion and reducing anti-social behaviour and through targeted interventions, reduce offending, substance misuse and teenage pregnancy.

The Government’s national policy milestones for the next five years are driven by education and employment and reducing the number of young people who are not in education, employment or training (NEET) while building the ‘character and resilience’ of young people through social action programmes such as the National Citizen Service (NCS).

There are emerging priorities and strategies that sit behind the government’s vision for services for young people:

- Mental Health - 75% of mental health problems in adult life (excluding dementia) start by the age of 18.
- Closing the attainment gap by using strategies such as extending school days for extra-curricular activities, embedding National Citizenship Service to encourage social action, developing vocational pathways and providing careers guidance and work experience
- A review of Youth Justice (Taylor) will define the future priorities for youth offending services and dictate the funding envelope.
- The Sports Strategy will encourage participation and can improve physical and academic outcomes.

What we will do

- Build strong relationships with education providers so that we can work together to support children and young people to fulfil their full potential – ensuring the right provision is available and coordinated multi-agency support is in place to ensure they are able to access the offer
- Empower young people to self-care, and follow recommendations to implement community-based models (not just NHS, CAMHS).
- Embed our youth offending offer into Early Help services
- Work in partnership with the voluntary and community sector to ensure that our youth offer is flexible, targeted, value for money and outcomes-focused.
The Importance of Communities

What we know

Approaches which focus on supporting personal and social development and see local communities with strengths and assets can have longer-term impact than interventions focused on directly seeking to reduce the ‘symptoms’ of poor outcomes for children, young people and families.

Rotherham is rich with diverse communities, has a strong voluntary and community sector and a range of community partnerships which have been developed based on the fundamental principles of an asset based approach.

An asset based approach is an integral part of transformational community development. It is concerned with facilitating people and communities to come together to achieve positive change using their knowledge, skills and experience of the issues they encounter in their own lives and communities. The approach recognises that positive health and social outcomes will not be achieved by maintaining a ‘doing to’ culture and respects that meaningful social change will only occur when services work ‘with’ people and communities to create the opportunities to control and manage their own future. The approach builds on a combination of the natural human, social and physical capital that exists within Rotherham’s local communities, and is supported by our commitment to working restoratively.

The commissioning of community assets is underpinning elements of activity within the Council across Adult Care, Children & Young People’s Services and Public Health. The Rotherham Clinical Commissioning Group has also paved the way with their award winning Social Prescribing model. This utilises services from the voluntary and community sector to supplement, and some instances, replace more traditional medical interventions to best meet individual outcomes.
The pictorial below explains an asset based approach from a primary care perspective, though this approach works across all service areas and can be applied to a range of cohorts.

**What we will do**

- Work closely with partners in the community and the council to ensure that families are well supported in the context of their communities

- Work with community, faith, political and organisational leaders in Rotherham to support the vision for neighbourhood working and the realisation of their vision and principles for neighbourhood working:

  “Putting communities at the heart of everything we do by;

  - Councillors working with their communities on what matters to them
  - Listening and working together to make a difference
  - Supporting people from different backgrounds to get on well together to help make people healthier, happier, safer and proud.”

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- **Asset-based conversations between staff and patients**
  - Shared decision-making
  - Coaching
  - Care planning

- **Mapping and growing community assets**
  - Mapping the assets we have in Rotherham
  - Creating directories of community assets
  - Seed funding for VSOs

- **Connecting patients to community assets**
  - Social prescribing
  - Health champions or coaches
  - Helping patients navigate services (eg. through our CCC)

- **Working with communities to develop local provision**
  - Co-design
  - Creating directories of community assets
  - Seed funding for VSOs

- **Co-ordinating and mobilising assets in one place**
  - Urgent and emergency care centre
  - Specialist re-ablement centre
  - Care co-ordination centre
A Focus on Neglect

What we know

Child neglect is the most prevalent form of child maltreatment in the UK, with an estimated one in 10 young adults having been severely neglected by parents or guardians during childhood (Radford et al, 2011). The human and economic costs are vast, far-reaching and long-lasting. We often respond to neglect too late, focusing limited resources on ‘late intervention’, which responds to a child and family’s needs once harm has been done. Stopping child neglect in its tracks would not only protect this generation of children but also, in turn, help them to become the best possible parents for the generation to come.

The evidence tells us that preventative services will do more to reduce abuse and neglect than reactive services. Co-ordination of services is important to maximise efficiency and there need to be good mechanisms for identifying those children and young people who are suffering or likely to suffer harm from abuse and neglect and who need referral to children’s social care. It is also important that professionals work together effectively to ensure that families experience smooth transition between services and that all services supporting the family remain focused on the needs of the child.

What we will do:

- Ensure that the workforce is trained to spot the signs of neglect and respond appropriately. In Rotherham we will use the Graded Care Profile.
- Ensure that pathways into preventative and statutory services are well defined and understood across the borough.
- Ensure that robust arrangements are in place to step up and step down families in response to their needs; these arrangements should prevent a drift in plans and avoid families having to tell their stories multiple times.
- Work closely with our colleagues in Children’s Social Care to design and deliver the best services for children, young people and families.
Creative Partnerships

For our Early Help Strategy to be realised it must be shared and owned by all the multi-agency partners who work with children, young people and families in Rotherham. We recognise and value the role of the local safeguarding board is crucial in holding partners and the council to account to ensure that children and young people are safe in the borough. The Rotherham Safeguarding Children Board will scrutinise our Early Help arrangements and provide support and challenge to ensure we are meeting the requirements set out in Working Together to Safeguard Children, 2015.

Outstanding Early Help is possible through consistent, high quality relationships across partners, working together to encourage behaviour change and increase children, young people and families’ engagement with learning, education and their own personal health and wellbeing. There must also be a commitment from universal services (most notably schools, health and voluntary organisations) to meet lower levels of need.

Critical to the success of this strategy will be our partnership’s commitment to;

- Identify emerging problems and unmet needs for individual children and families early, irrespective of whether they are providing services to children or adults.
- Improve early identification of the children with the highest predictive probability of poor outcomes and improve long-term tracking of the impact of our interventions with these key cohorts.
- Embed the Early Help strategy within their organisational processes.
- Engender cultural change within the workforce, embedding the principles of Early Help into training and working to the agreed Early Help approach.
- Initiating Early Help Assessments to understand the needs of the whole family and acting as the lead worker where that is the best outcome for the family.
- Ensuring appropriate and timely information sharing takes place.
- Providing evidence of the contribution to the impact of the Early Help Strategy.
- Pro-actively exploring opportunities for co-location and shared delivery spaces.
- Exploring the potential for pooling budgets as Rotherham’s Early Help matures.

Most importantly, we will work together to ensure that the different elements of an Early Help offer fit cohesively in a way that works for children, young people and families and delivers positive outcomes for all.

The devolution agenda will also create the opportunity for us to be innovative, ambitious and determined in our approach to working collaboratively with our communities beyond Rotherham’s local authority boundaries. The local authority is committed to working in partnership to identify opportunities to deliver more effectively and efficiently where there is a clear business case and opportunity to work with neighbouring authorities. Joint commissioning ventures are already delivering positive outcomes and we will build on this learning and experience.
Early Help Pathways and Structures

We know that the current Early Help services can be delivered even more effectively and efficiently through greater integration in locality-based Early Help teams. Our teams are already embedded in the communities in which they work to ensure that a strong partnership approach is possible, with excellent professional relationships and understanding between all agencies. The delivery of Early Help by all partners is essential if families are to receive the right help at the right time. Often if a problem is addressed in school or by a health visitor in the early years, this will be sufficient to prevent it escalating.

The local understanding of how we can work effectively together to support families must be supported by a flexible infrastructure that ensures equity of provision across the borough based on identified needs and demand. We will work jointly with our partners to ensure that an effective, multi-agency infrastructure is aligned with all key delivery points and that we can maximise the opportunities for co-location and shared services. We will also test our plans at every stage by asking the question: are we providing high quality places to go and things to do for our families and communities?

We will create a fit for purpose infrastructure creating Early Help Hubs to meet the needs of the borough.

Delivery will be through an innovative mix of delivery points in localities and negotiated spaces.
In Rotherham, the local authority and partners have shown a commitment to the Early Help offer by reconfiguring the way services are organised to meet the needs of children, young people and families.

The Leader’s Briefing, published by Research in Practice (November 2016) is clear about roles and responsibilities of all partners, stating, “the local authority will ‘hold the ring’ on early help, influencing and facilitating other local partners in this work.”

The same report quotes the following statement from Ofsted,

‘It is only right that local authorities and their partners are focusing increasingly on early help and prevention services for families. Many are now establishing a more coordinated and structured approach to this crucial role.’ (Ofsted 2015)

Early Help: whose responsibility?

Early Help teams are now operating in a variety of settings and locations across the borough. Early Help teams are led by a local manager and are made up of Early Help practitioners with a range of skills. These include specialisms in; family support, health visiting, school nursing, CAMHS, school attendance, youth support and voice and influence. Family support, outreach support and childcare are linked through our Children’s Centre offer.

In Phase Two of the Early Help Strategy, we will be building on the success of the locality teams to ensure that the workforce structure is appropriate and flexible enough to meet the needs of families. We will also review the infrastructure that is in place to deliver Early Help to ensure that the quality of environment is equal to the quality of practice.

Early Help teams will be structured to correspond to the pathway of support for families (as identified in the Multi Agency Continuum of Need).

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal</td>
<td>Vulnerable Targeted Prevention</td>
<td>Complex Assertive Support</td>
<td>Acute Specialist Interventions (eg. Youth Offending edge of care)</td>
</tr>
</tbody>
</table>

Different levels of need of individual children, young people and families in Rotherham.
Children and family needs are constantly changing and at different times in their lives they will have differing levels of involvement from a range of services, including universal, targeted and specialist support services.

**Universal** services are available to all children, young people and families, working with families to promote positive outcomes for everyone, by providing access to education, health services and other positive activities. Practitioners working in these services should identify where children and families would benefit from extra help at an early stage.

**Targeted Prevention** services focus on children, young people and families who may need support either through a single service or through an integrated multi-agency response. They work with families where there are signs that without support a child may not achieve good outcomes and fulfil their potential. However targeted services are also critical in preventing escalation into specialist services, and will also assist with continuing lower level support once a higher level intervention has been completed.

**Assertive Support** will be through time limited interventions informed by a high quality Assessment supported by an outcomes focussed plan. Interventions will incorporate evidence based approaches with a clear focus on families taking responsibility for improving outcomes with high quality assertive support.

**Specialist** services focus on families with individual or multiple complex needs, including where help has been requested through Section 17 and Section 47 or where a specific disability or condition is diagnosed. In Rotherham this will include our Youth Offending and Edge of Care teams.

**The Youth Offending Team (YOT)** in Rotherham is well established and is an example of effective multi-agency working. The YOT works with all young people aged 10 – 18 who are subject to statutory orders imposed by the court, pre court disposals (Youth Conditional Cautions) and preventative work, including offering voluntary intervention to those receiving a Youth Restorative Disposal, Youth Caution or Anti-Social Behaviour Contract.

The Review of the Youth Justice System in England and Wales, December 2016 states that:

‘If the youth justice system is truly to protect the public, it must succeed in changing the lives of these most troubled children. To do this, a system set up almost two decades ago to tackle a different problem must evolve to respond imaginatively and proportionately to the challenges of today.’
The principal aim of the youth justice system is to prevent offending by children and young persons (Crime and Disorder Act 1998, section 37(i)).

The YOT has five objectives relating to this aim:

- Reduce offending and re-offending within the 10-17 population
- Reduce the use of custody
- Reduce the number of first time entrants to the youth justice system
- Support victims of youth crime
- Public protection

The Taylor Review recommends that, in future, the Government is less prescriptive about how YOTs are structured, devolving responsibility for better outcomes, and funding to local authorities. Rotherham is in a strong position to respond to the challenges in the Taylor Review because the YOT is already an important and integrated component of the Early Help offer. There are specialisms in the YOT that are not present elsewhere in the system, for example working with young people who display sexually harmful behaviour. Equally there is transferable learning that will be mutually beneficial to practitioners across the wider early help workforce, and those in the YOT, for example, working with the whole family, and working restoratively. The YOT also provides an important link into community-based and adult services such as South Yorkshire Police. The YOT cohort is small and defined but made up of some of the most vulnerable children, young people and families in the borough. If we get it right with this cohort, it will help us to work with children and young people earlier, before more significant problems arise.

**Edge of Care Services** is referred to when describing support for children and families with a high level of need, such that an immediate or potential risk of family breakdown is present and entry to care is likely or imminent. Research in Practice (RiP) which supports evidence based practice in social care, has recently captured this as: ‘Those children and young people whose safety and well-being are at sufficient risk for the authority to consider removing them from their current situation for their own protection’ (Bowyer and Wilkinson, 2013).

Rotherham has a higher proportion of children and young people in care when compared to other local authorities and statistical neighbours. Ensuring that children and young people have access to a range of services which support and enable them to remain safely with their families is a priority.

Some key characteristics identified by Rebecca Godar, author of the 2014 strategic briefing, Building a business case for services for children on the Edge of Care include:

- A focus on the interactions within the family, and the role of members of the extended family.
- Drawing on the strengths of the family and wider community.
- Building relationships with individual professionals who support the family to engage with wider services and the community.
• Practical help offered when families need it, offering 24/7 support and visiting families early in the morning or late at night to help establish routines.

• Help for as long as needed, but with a clear exit plan and access to further support if required.

These characteristics demonstrate that an ‘Edge of Care’ service will sit well in Phase Two of Rotherham’s Early Help offer. An operational delivery model, comprising a number of different pathways to respond to different circumstances, will be developed as one of the specialist services in the Early Help offer.

Step Down and Step Up

Step Down enables professionals from Children’s Social Care, Early Help Services and a range of other partners to support children and families as they move from requiring statutory, safeguarding and specialist support to targeted and universal services and interventions. Early Help professionals from a range of services and sectors are crucial to the step down process as they enable continued targeted and universal support for identified cases once statutory services end their involvement.

Step Down is an extremely important function to ensure that children and families receive consistent, seamless support, at the right time and from a range of professionals and partners across the borough. When children and families have received a statutory intervention and have progressed positively, it is important that the progress made is sustained and that children and families do not feel that they are being passed from ‘service to service’.

Early Help and Children’s Social Care colleagues will work together to agree when it is we will ensure appropriate to step-up or step-down a family between support services, there will always be a shared understanding of the support the family needs to sustain improvement and an effective hand-over between different professionals. Robust professional oversight will always be part of the process and our effectiveness at stepping down cases appropriately will be measured. The responsibility for stepping up and stepping down children and families between services will be shared across the children and young people’s workforce.
Developing the Early Help Workforce

The Children and Young People’s Strategic Partnership in Rotherham and the Rotherham Local Safeguarding Children Board (RLSCB) have identified cross-partnership workforce planning and development as a priority. The Partnership and the RLSCB are developing a unifying approach to working with children and families, based on the principles of ‘think family’ and taking a strengths based approach. The Early Help workforce will benefit from a common induction and practice handbook for all those working with children and families in Rotherham, regardless of the organisation or sector they are employed in.

Early Help will be an important factor in judging whether the Workforce Strategy has been successful. The following measures will be applied to test success and impact:

- **The quality of practice is excellent, with our peers and Ofsted identifying that Rotherham is delivering effective services for children and families.**
- **The workforce is stable and thriving, with low sickness rates, high levels of staff satisfaction, low staff turnover and minimal requirement for agency staff to fill gaps in the substantive structures.**
- **Our partners, including children, young people and families using our services, identify excellence in the workforce and the quality of practice and partnerships in Rotherham.**
- **The workforce is highly knowledgeable, skilled and sustainable, characterised by high quality training and support, and strategic succession and forward planning.**

We will invest in approaches which will develop demonstrably the quality of practice, including; Signs of Safety, Restorative Practice, Outcomes Based Accountability as underpinning approaches. This investment has already started with the whole of the local authority’s Early Help workforce undertaking Restorative Practice training. This will be enhanced as the offer to partners is rolled out in Phase Two of our Strategy.

We will ensure that appropriate training, development and guidance is continually available to ensure we sustain ‘getting the basics right’ across the whole of the workforce. This will include multi-agency training to build confidence across the Early Help workforce.

Specialist training will also be delivered in response to a needs-analysis of the workforce. In 2016/17 Early Help will join colleagues from across the children’s workforce for training on neglect and the graded care profile. We will also work in partnership with Sheffield City Council to develop an in-house network of qualified parenting professionals who can deliver the evidence-based Triple P programme.

As the workforce develops its confidence the workforce strategy will be reviewed and refreshed accordingly. We will work together with our partners in Children’s Social Care and maintain a close, effective and constructive relationship with the Rotherham Safeguarding Children’s Board in the planning and development of learning opportunities for the Rotherham workforce.
Early Help Outcomes

We are passionate about improving the outcomes for children, young people and families in Rotherham and to assist them to reach their potential.

Early Help will focus on the following outcomes:

• Children and young people are healthy and safe from harm
• Children and young people start school ready to learn for life
• Children, young people and their families are ready for the world of work

We will evaluate the impact of our Early Help services using a set of measures linked to each outcome.

Our performance against these outcomes will shape how we deploy resources in the future. Collectively, across the wider children’s workforce we will need to continue to invest in and develop our staff, equipping them the appropriate skills to work together across professional boundaries to ensure we are focussed on the needs of children and young people.

Effective commissioning will ensure that we eliminate duplication; aligning spending in order to get best value for money and evaluating outcomes to ensure services are effective.

We will use an Outcomes Based Accountability (OBA) approach to evidence our impact and to ensure we retain a clear focus on outcomes, not just process and performance.

Why Outcomes Based Accountability?


OBA is a recognised approach to planning services and assessing their performance that focuses attention on the results or outcomes that the services are intended to achieve. OBA is much more than a tool for planning effective services. It can become a way of securing strategic and cultural change: moving organisations away from a focus on ‘efficiency’ and ‘process’ as the arbiters of value in their services, and towards making better outcomes the primary purpose of their organisation and its employees.
Further distinguishing features of the OBA approach are:

- The use of simple and clear language.
- The collection and use of relevant data.
- The involvement of stakeholders, including service users and the wider community, in achieving better outcomes.
- The distinction between accountability for performance of services or programmes on the one hand, and accountability for outcomes among a particular population on the other.

In Phase Two of the Early Help strategy we will build on the positive foundations of the OBA workshops that have already taken place across the partnership and seek to embed the approach further.

**Measuring Success**

We believe that our success should be directly measured against the outcomes experienced by children, young people and families. We will expect to see that more families are empowered and supported to take control of their lives as part of active and resilient communities and the need for statutory intervention will be reduced or avoided.

Key success measures are set out across numerous key documents. For ease of reference a snapshot of key indicators is included here. The Early Help Monthly Performance Scorecard will enable partners to monitor whether our collective work is having an impact. It will also show the way that Early Help supports an improvement in the outcomes captured through the Joint Strategic Needs Assessment, (JSNA) Joint Strategic Intelligence Assessment (JSIA) and the Troubled Families Outcomes Plan.
### Rotherham Early Help Performance Scorecard

<table>
<thead>
<tr>
<th>Metric</th>
<th>Links to wider plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Help Contacts with an Early Help recommendation</td>
<td>CYPS Performance Board</td>
</tr>
<tr>
<td>Number of Early Help Assessments</td>
<td>CYPS Performance Board</td>
</tr>
<tr>
<td>Number of Early Help Assessments made by Partners (against the total number of EHA’s in the reporting month)</td>
<td>CYPS Performance Board</td>
</tr>
<tr>
<td>Number of cases (Families) submitted to Step Down Panel</td>
<td>CYPS Performance Board</td>
</tr>
<tr>
<td>Numbers of young people first time entrants (FTE) into the criminal justice system</td>
<td>CYPS Performance Board and YOT Board</td>
</tr>
<tr>
<td>Number of young people who are NEET</td>
<td>CYPS Performance Board and Corporate Plan</td>
</tr>
</tbody>
</table>

### Rotherham Safeguarding Children & Families Performance Scorecard

<table>
<thead>
<tr>
<th>Metric</th>
<th>Links to wider plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of contacts</td>
<td>JSNA</td>
</tr>
<tr>
<td>Number of contacts going on to referrals</td>
<td>JSNA</td>
</tr>
<tr>
<td>Number of open CIN cases</td>
<td>JSNA</td>
</tr>
<tr>
<td>Number of open CPP cases</td>
<td>JSNA</td>
</tr>
<tr>
<td>Number of Looked After Children</td>
<td>JSNA</td>
</tr>
<tr>
<td>Number of CSE Referrals</td>
<td>JSNA</td>
</tr>
</tbody>
</table>

### Rotherham Troubled Families Outcomes Plan

<table>
<thead>
<tr>
<th>Metric</th>
<th>Links to wider plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents &amp; children involved in crime and anti-social behaviour</td>
<td>JSIA</td>
</tr>
<tr>
<td>- Number of families identified in the cohort</td>
<td></td>
</tr>
<tr>
<td>- Number of families where an outcome is claimed</td>
<td></td>
</tr>
<tr>
<td>Families affected by domestic abuse</td>
<td>JSIA and JSNA</td>
</tr>
<tr>
<td>- Number of families affected by domestic abuse</td>
<td></td>
</tr>
<tr>
<td>- Number of families where an outcome is claimed</td>
<td></td>
</tr>
<tr>
<td>Children who need help (all data captured via Scorecards)</td>
<td>Public Health Outcomes Framework Mental Health (JSNA)</td>
</tr>
<tr>
<td>- Number of families identified due to problems with drugs &amp; alcohol</td>
<td></td>
</tr>
<tr>
<td>- Number of teenage parents identified</td>
<td></td>
</tr>
<tr>
<td>- Number of parents who are affected by mental health problems</td>
<td></td>
</tr>
<tr>
<td>- Number of outcomes claimed where these problems were identified</td>
<td></td>
</tr>
<tr>
<td>Children who have not been attending school regularly (including exclusions)</td>
<td>CYPS Performance Board</td>
</tr>
<tr>
<td>- Number of families identified in the cohort</td>
<td></td>
</tr>
<tr>
<td>- Number of outcomes claimed where attendance was an issue</td>
<td></td>
</tr>
<tr>
<td>Adults out of work or at risk for financial exclusion or a young person at risk of Worklessness</td>
<td>JSNA</td>
</tr>
<tr>
<td>- Number of families identified</td>
<td></td>
</tr>
<tr>
<td>- Number of families where an outcome is claimed</td>
<td></td>
</tr>
</tbody>
</table>
Early Help Governance

The Children, Young People and Families Partnership and The Early Help Steering Group bring together Rotherham’s services for children, young people and families under a common governance structure with a shared vision, outcomes and objectives, joint commissioning and joint decision-making.

These arrangements will ensure that we can demonstrate through evidence and feedback, that Early Help services are improving outcomes for children, young people and families in Rotherham.

In order to monitor the performance, progress and impact of our Early Help Strategy, a governance framework has been established, with the following boards regularly receiving reports, performance data, case studies and quality assurance updates.

<table>
<thead>
<tr>
<th>Multi-Agency Partnership Accountability</th>
<th>Local Authority Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Children’s Improvement Board</td>
<td>• RMBC Overview &amp; Scrutiny Management Board</td>
</tr>
<tr>
<td>• Rotherham Safeguarding Children’s Board</td>
<td>• RMBC Improving Lives</td>
</tr>
<tr>
<td>• Children and Young People’s Strategic Partnership</td>
<td>• RMBC Children’s Progress Board</td>
</tr>
<tr>
<td>• Safer Rotherham Partnership</td>
<td>• RMBC Children’s Performance Board</td>
</tr>
<tr>
<td>• Early Help Review Board</td>
<td>• RMBC Resource Board</td>
</tr>
<tr>
<td>• Early Help Steering Group</td>
<td>• RMBC SLT</td>
</tr>
<tr>
<td>• Youth Offending Team Board</td>
<td>• RMBC DLT</td>
</tr>
</tbody>
</table>

The importance and commitment to partnership working in Rotherham is evident from the governance structure. While there is currently an additional layer of accountability in place through Rotherham Council’s structures as a result of intervention and the direction of commissioners, ultimately as a partnership, we will hold each other to account for measuring the impact that Early Help has on families, and for the success of this strategy.
Early Help Governance Map

* This illustration is an attempt to capture some of the interdependencies and oversight of Rotherham’s Early Help offer
About Rotherham

Rotherham is a Metropolitan Borough in South Yorkshire and covers 110 square miles, of which 72% is rural, Green Belt. Rotherham’s resident population is estimated to be 260,800 (2015 Mid-year estimate, Office for National Statistics) including 56,400 children and young people aged 0–17 (21.6%), 139,800 adults aged 18–59 (53.6%) and 64,600 adults aged 60+ (24.8%). The population of Rotherham is projected to increase by 3.3% between 2015 and 2025 but the number aged 85+ is projected to increase by 40% over the same period.

There is an increasing demand for health and social care services due to the aging population, with the oldest groups increasing the most.

At the time of the 2011 Census Rotherham had 236,438 (91.9%) White British and 20,842 (8.1%) Black and Minority Ethnic (BME) residents. The proportion of our population from BME communities is less than half the national average but more than doubled between 2001 and 2011, and continues to grow. The largest of over 75 different BME groups in Rotherham is Pakistani and Kashmiri who numbered 7,912 in 2011 (or 3.1% of the population). There were 3,418 ‘other White’ residents in Rotherham in 2011, including Slovak and Czech Roma, and Polish. The largest new migrant community since 2014 has been Romanian.

Rotherham is ranked 52nd most deprived district in England according to the Index of Multiple Deprivation 2015, which places us in the 16% most deprived areas in the country. Deprivation has increased most in those areas which were already the most deprived. Poverty affects 24% of our children, increasing to over 50% in some areas.

There are 111,000 Rotherham residents in work or 69% of the working age population, below the national average of 74%. 12.4% of working age people are claiming out-of-work benefits, well above the national rate of 9.1%.

Rotherham also has high rates of disability with 8.7% of the population claiming Disability Living Allowance or Personal Independence Payment in May 2016, compared with 5.5% nationally. Rates of disability are well above the English average for all ages.

The health of the people in Rotherham is also generally poorer than the English average, which is influenced by people’s lifestyles; smoking, obesity, low physical activity and cancer mortality and a number of other wider factors such as deprivation and our industrial legacy. Rotherham’s breastfeeding rate is amongst the lowest in the region – contributing to higher childhood obesity and paediatric hospital admissions. Smoking in pregnancy is much higher than the national average, contributing to poor maternal and child health.

Recorded crime in Rotherham fell by 16.5% between 2009 and 2014 with reductions in criminal damage and violent crime. However rising burglary, shoplifting and vehicle crime caused a more recent increase in recorded crime. Anti-social behaviour incidents have fallen by 36% between 2009 and 2014.

Rotherham’s unemployment rate has fallen from 11.3% in 2011/12 to 6.9% in 2015/16 but remains above the national average.
Population Growth

Using the school census and ONS data it is possible to project change in the age structure of children and young people across Rotherham and estimate the future profile of ethnicity. The tables below show how the profile of age and ethnicity in Rotherham is expected to change, along with gender split.

**Aged 10-12**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Males</th>
<th>Females</th>
<th>White British</th>
<th>Other White</th>
<th>Mixed</th>
<th>Asian</th>
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<th>Other</th>
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<tbody>
<tr>
<td>2016</td>
<td>9,100</td>
<td>4,600</td>
<td>4,500</td>
<td>7,510</td>
<td>400</td>
<td>260</td>
<td>730</td>
<td>130</td>
<td>70</td>
</tr>
<tr>
<td>2021</td>
<td>10,000</td>
<td>5,100</td>
<td>4,900</td>
<td>7,990</td>
<td>540</td>
<td>360</td>
<td>840</td>
<td>180</td>
<td>80</td>
</tr>
<tr>
<td>2026</td>
<td>9,700</td>
<td>4,900</td>
<td>4,800</td>
<td>7,500</td>
<td>620</td>
<td>420</td>
<td>850</td>
<td>210</td>
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</table>

**Aged 13-19**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
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<th>Females</th>
<th>White British</th>
<th>Other White</th>
<th>Mixed</th>
<th>Asian</th>
<th>Black</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>20,800</td>
<td>10,700</td>
<td>10,100</td>
<td>18,220</td>
<td>560</td>
<td>350</td>
<td>1,350</td>
<td>210</td>
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<tr>
<td>2021</td>
<td>21,000</td>
<td>10,900</td>
<td>10,100</td>
<td>17,700</td>
<td>810</td>
<td>530</td>
<td>1,540</td>
<td>270</td>
<td>130</td>
</tr>
<tr>
<td>2026</td>
<td>22,800</td>
<td>11,700</td>
<td>11,100</td>
<td>18,470</td>
<td>1,140</td>
<td>750</td>
<td>1,870</td>
<td>360</td>
<td>180</td>
</tr>
</tbody>
</table>

**Ethnicity by Age Projected in 2026**

The ethnicity projections by age in 2026 are not from an official source but are estimated from data available locally. The school census shows a greater percentage of children from BME backgrounds in the younger age brackets. This pattern suggests that in another 10 years’ time the ethnic make-up of Rotherham’s children and young people will be significantly different to what we know today.

<table>
<thead>
<tr>
<th>Age</th>
<th>White British</th>
<th>Other White</th>
<th>Mixed</th>
<th>Pakistani</th>
<th>Other Asian</th>
<th>Black</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12</td>
<td>77.3%</td>
<td>6.4%</td>
<td>4.3%</td>
<td>6.6%</td>
<td>2.2%</td>
<td>2.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>13-19</td>
<td>81%</td>
<td>5%</td>
<td>3.3%</td>
<td>6.7%</td>
<td>1.5%</td>
<td>1.6%</td>
<td>0.8%</td>
</tr>
<tr>
<td>20-25</td>
<td>85.5%</td>
<td>3.2%</td>
<td>2.1%</td>
<td>6.8%</td>
<td>0.7%</td>
<td>0.9%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
Deprivation

The Index of Multiple Deprivation (IMD) is produced for small areas known as Super Output Areas (SOAs), each with a population of around 1,500, of which there are 167 in Rotherham.

45% of Rotherham’s population live in one of the 30% most deprived SOAs in England.

The IMD 2015 is the recognised national measure of deprivation published by the Government, which shows the following:

<table>
<thead>
<tr>
<th>Age Group in 2016</th>
<th>All Rotherham</th>
<th>Most Deprived 10% nationally</th>
<th>Most Deprived 30% nationally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 10-12</td>
<td>9,044</td>
<td>2,063 (22.8%)</td>
<td>4,396 (48.6%)</td>
</tr>
<tr>
<td>Aged 13-19</td>
<td>21,489</td>
<td>4,678 (21.8%)</td>
<td>10,190 (47.4%)</td>
</tr>
<tr>
<td>Aged 20-25</td>
<td>17,964</td>
<td>4,188 (23.3%)</td>
<td>9,077 (50.5%)</td>
</tr>
<tr>
<td>Total Population</td>
<td>260,070</td>
<td>51,105 (19.7%)</td>
<td>117,292 (45.1%)</td>
</tr>
</tbody>
</table>

Please note that these age group numbers are from 2014 estimates, these have rolled forward 2 years to 2016 so are not quite the same as the numbers for 2016 in the population growth tables.

Young people (10-25) are more likely than average to live in areas of high deprivation.
It is not possible to predict future deprivation levels, but the proportion of Rotherham’s population living in the 10% most deprived areas nationally has been increasing from 12% in 2007 to 19.5% in 2015 and 19.7% in 2016 (as above).

The IMD 2015 shows 24.3% of children 0-15 “affected by income deprivation” or as we might say in poverty, compared with 16.5% of working aged people (16-64).

There are 62,390 Children and Young People in Rotherham and 44,515 School Age Pupils, (January 2016 census). Most children and young people in Rotherham enjoy a happy, healthy upbringing.

Sometimes, children, young people and families can get lost in data and statistics. We can also lose sight of the vast majority of children, young people and families that thrive and achieve. This includes those that achieve 100% school attendance, get good grades and go on to succeed in work, training or further and higher education; those young people that participate in the National Citizen Service (NCS) or volunteer to become a Rotherham Young Inspector or a member of the Youth Cabinet and the Looked After Children’s Council.

Educational performance across the borough has improved significantly of recent years and compares well with regional and national outcomes.

Rotherham is in the top quartile nationally for meeting parental preferences on national offer day for entry into Primary and Secondary schools – satisfying above 90% of all 1st preferences.

Rotherham is ranked joint 3rd in the Yorkshire and Humber Region for a ‘good level of development’ at the end of Early Years Foundation Stage – exceeding national averages. Outcomes have improved by 15% between 2013 and 2016.

94% of all Rotherham’s Ofsted registered Early Years and Childcare providers are judged to be good or outstanding, which is 6% above the national average.
The proportion of pupils attending a good or better school in Rotherham is 86.2% which is above national average.

Rotherham is above national average and ranked first in the Yorkshire and Humber Region for pupils achieving the expected standard in reading, writing and mathematics at Key Stage 2.

Rotherham’s GCSE performance has been consistently in line or above the national average since 2012. In 2016 the % of pupils achieving A* - C in English and Maths was 61.3% - 2.6% above the national average. The new Progress 8 score is also above the national average.

All Rotherham’s post – 16 providers are judged by Ofsted as good or outstanding.

The number of two year olds taking up an early education place in Rotherham is consistently higher than the national average with 86% of Rotherham’s eligible 2 year olds taking up a place in spring 2016 compared with 68% nationally.

Rotherham’s “Genuine Partnerships” Charter principles are being recommended nationally and Rotherham’s Inclusion Service is working in co-production with parents, young people and the national charity Contact a Family to deliver consultation and training with leaders of inclusion in other Local Authorities.

Because of its unique central position in South Yorkshire, coupled with high quality and performance across all phases of Rotherham’s education system, the Borough is a net importer of children and young people from Early Years through to Post-16 education.

If Rotherham was a village of just 100 children and young people it would look something like this;

**Children Centres**

93% of all children aged 0-5 living in the Rotherham area are registered with a Children’s Centre

98% of children aged 0-5 living in the 30% most deprived SOA’s in Rotherham who are registered with a Children’s Centre

43% of all children aged 0-5 living in the Rotherham area have accessed Children’s Centre activities
52% of children aged 0-5 living in the 30% most deprived SOA’s in Rotherham have engaged with Children’s Centre activities.

51% (12,743) of Primary School age children are male and 49% (12,384) female (January 2016).

The gender balance in secondary schools is equal with 50% of each gender (January 2016).

School Types
Since 2009 the schools in Rotherham have had the opportunity to become an academy. 54% (51 schools) of our primary schools remain a state maintained school whilst 46% (43 schools) are now academies.

The secondary schools currently stands at 18% (3) Maintained and 82% (13) that are academies.

There are 25,849 children attending an academy school as at October 2016 (Autumn Census).

Education Health and Care Plans
2.8% of these children have an Education Health and Care Plan and 21.8% have their special educational needs met within a school, with advice from specialists and without the need for an Education Health and Care Plan.
Exclusions
From 1st September 2016 to 31st December 2016, there were 101 fixed term primary exclusions with 217 days lost cumulatively.
In primary schools there were 3 permanent exclusions.
In secondary schools, 1022 fixed term exclusions took place with 1731.50 days lost cumulatively. In secondary schools there were 9 permanent exclusions.
In Pupil Referral Units (PRUs), 63 fixed term exclusions took place with 163.50 days lost cumulatively. In PRUs there were 0 permanent exclusions.

Young People in Education and Training
93% of young people aged 16-17 (academic age) are meeting the duty to participate

3% of young people aged 16-17 (academic age) are Not in Education, Employment or Training (NEET). Rotherham’s results are better than statistical neighbours, whilst being in line with both region and national returns.

First time entrants into Youth Justice 10 -17 (rate per 10,000)
Figures based on latest released Youth Justice Board (YJB) data (September 2016), which covers the period July 2015 to June 2016, the rate was 460 per 10,000 of the 10 -17 population.
Rotherham has shown a decrease of 7.9% from the same period last year, whilst national figures stand lower at 348 (decrease of 11.2% on same time last year). Comparison with the North East region gives a similar picture with the regional figure standing at 408 but with a decrease of 9.9%. The actual decrease in numbers for Rotherham relates to 11 young people.

Note: Indicators used for statistics are from December 2016 unless otherwise stated.
Glossary of terms used and Acronyms

Child and Adolescent Mental Health Services (CAMHS)
Child In Need (CIN)
Child Protection Plan (CPP)
Clinical Commissioning Group (CCG)
Child Sexual Exploitation (CSE)
Early Intervention Foundation (EIF)
Education, Employment or Training (EET)
First Time Entrants (FTE)
Index of Multiple Deprivation (IMD)
Joint Strategic Intelligence Assessment (JSIA)
Joint Strategic Needs Assessment (JSNA)
National Citizen Service (NCS)
Not in Education, Employment or Training (NEET)
Office for Standards in Education, Children’s Services and Skills (OFSTED)
Office of National Statistics (ONS)
Outcomes Based Accountability (OBA)
Pupil Referral Units (PRUs)
Research in Practice (RIP)
Rotherham Local Safeguarding Children Board (RLSCB)
Rotherham Metropolitan Borough Council (RMBC)
Rotherham Metropolitan Borough Council Senior Leadership Team (RMBC SLT)
Rotherham Metropolitan Borough Council Directorate Leadership Team (RMBC DLT)
Senior Leadership Team (SLT)
Super Output Areas (SOAs)
Volunteering Sector Organisations (VSO’s)
White British and Black and Minority Ethnic (BME)
Youth Justice Board (YJB)
Youth Offending Team (YOT)
Find out more and get involved

An interactive map of Rotherham’s Early Help pathways is available on our website, together with details of how you can contact the locality Early Help teams to request support. You can also provide feedback on your experience of Early Help. If you would like to be part of Rotherham’s Early Help journey please contact us.

**Website:** www.rotherham.gov.uk/earlyhelp  
**Email:** earlyhelp-admin@rotherham.gov.uk  
**Twitter:** @EarlyHelpRoth