

# Rotherham Children and Young People's Action Plan 2013 – 2016

## Our Mission

*... people.'*

The Children and Young People's Plan has been replaced by a Plan on a Page which has been produced by the CYPS Partnership. This has been developed around six joint key priorities and is linked into the Health and Wellbeing strategy and Joint Strategic Needs Assessment.

## Our Priorities

1. *We will ensure children have the best start in life*
2. *We will engage with parents and families*
3. *We will reduce the harm to children & young people who are exposed to domestic abuse, alcohol & substance misuse and neglect*
4. *We will work with partners to eradicate child sexual exploitation from the borough*
5. *We will focus on all children and young people making good progress in their learning and development*
6. *We will target support to families in greatest need to help access learning/employment opportunities*

## Needs Assessment

The following are the needs highlighted in the Health & Wellbeing Strategy/JSNA

- *Low birth weight & high infant mortality*
- *High smoking rates in pregnancy*
- *Low breastfeeding rates*
- *High teenage conceptions*
- *High obesity rates*
- *Low attainment, skills and aspirations*
- *Low levels of physical activity*
- *High rates of emotional, behavioural or attention deficit disorders*
- *High levels of worklessness and benefit culture*
- *High emergency admissions*
- *Meeting the needs of increasingly diverse minority ethnic and migrant communities*
- *High levels of oral Disease*

*"Many families feel trapped in a cycle of poverty with little prospect to escape....."*

This action plan underpins the plan on a page and identified the high level actions, key links to existing work-streams, lead officers and delivery milestones. In addition overarching outcome measures have been selected which will allow the partnership to evidence the difference our joint working is making to the lives of children, young people and their families.

**PRIORITY 1 :**

**We will ensure children have the best start in life**

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
(i) We will ensure that parents receive good health information, advice and support during pre-birth and preschool	<ul style="list-style-type: none"> <li>• Alcohol consumption during pregnancy</li> <li>• Breastfeeding Strategy</li> <li>• Infant Mortality Action Plan</li> <li>• Maternity Action Plan</li> <li>• Smoking in pregnancy pathway</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
		<ul style="list-style-type: none"> <li>• Audits of mothers knowledge on infant feeding</li> <li>• Audits of professional knowledge on infant feeding</li> <li>• Increase in breastfeeding initiation rates (baseline 58% 2012/13)</li> <li>• Increase in the number of Breastfeeding Friendly Public Places in Rotherham</li> <li>• Increased uptake of the Rotherham Breast Buddies</li> <li>• Progress against UNICEF accreditation for Hospital and Community Services</li> <li>• The prevalence of breastfeeding at 6 – 8 weeks will increase (baseline 30% 2012/13)</li> </ul>	Delivery RFT – maternity and Health Visiting Early Years  Strategy - Public Health Rebecca Atchinson
		<ul style="list-style-type: none"> <li>• Increase in Safe Sleeping Action Plans completed</li> <li>• Increased access and uptake of Healthy Start Scheme including maternal and children’s vitamins</li> <li>• Reduced infant mortality rate</li> </ul>	Delivery - RFT – Maternity and Health Visiting  Strategy - Public Health Rebecca Atchinson

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
		<ul style="list-style-type: none"> <li>• Fall in number of mothers who smoke at delivery (baseline 19.3% (12/13 outturn))</li> <li>• Higher percentage of mothers who successfully give up smoking (baseline 45% of those who set a date to quit smoking are successful)</li> </ul>	<p>Delivery - RFT</p> <p>Strategy - Alison Iliff</p>
(ii) We will reduce rates of children's delayed communication and language development	<ul style="list-style-type: none"> <li>• 'ECAT' strategies</li> </ul>		Early Years
(iii) We will provide support for new parents including help to develop their child's communication, social, emotional and physical development from birth.	<ul style="list-style-type: none"> <li>• 'ECAT' strategies</li> </ul>	<ul style="list-style-type: none"> <li>• The new joint 2 year old Health and Education Review involving health colleagues, children centre early years practitioners, the private and voluntary sector early education and childcare providers and parents will be piloted in the Aughton Early Years children centre reach area in preparation for a phased roll out to other areas.</li> </ul>	Mary Smith
(iv) We will continue to develop activities for all families that promote healthy eating and lifestyles	<ul style="list-style-type: none"> <li>• Children's Centres</li> <li>• Healthy Packed Lunch Policy</li> <li>• Healthy Schools</li> <li>• Obesity Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• 55% of schools to implement the healthy packed lunch policy by March 2016</li> </ul>	Kay Denton-Tarn

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
	<ul style="list-style-type: none"> <li>Rotherham Play Strategy</li> <li>School Meals</li> </ul>	<ul style="list-style-type: none"> <li>Overweight and obesity in primary school age children in reception and year 6 will decrease (measured by National Child Measurement Programme)</li> <li>Targets to be established in new service specifications for achievement of reduction in weight or weight maintenance for children accessing weight management services</li> </ul>	<p>Delivery - RFT, Clifton Lane Medical Centre, MoreLife Ltd, DC Leisure</p> <p>Strategy - Joanna Saunders</p>
		<ul style="list-style-type: none"> <li>Improve school meal process and promote service</li> <li>Increased uptake of school meals</li> <li>Maximise health impact school meals can have on children and young people</li> </ul>	<p>Ron Parry</p>
<p>(v) We will ensure that every child is registered on the Child Health Information System and increase awareness with parents/carers about the childhood vaccination programme</p>	<ul style="list-style-type: none"> <li>The childhood vaccination programme</li> </ul>	<ul style="list-style-type: none"> <li>Achieve above 90% across all areas of the childhood vaccination programme – sharing vaccination uptake with staff working in early years – ensuring parents have the right information.</li> <li>Ensure all children are registered on the Child Health Information System.</li> <li>Ensure babies identified at increased risk from TB or Hepatitis B are appropriately vaccinated. Follow up DNA's to maximise protection</li> <li>Monitor uptake and address under performance with individual providers</li> <li>Work with NHS England Area Team to ensure the appropriate commissioning</li> </ul>	<p>Christine Atkinson (Early Years)</p> <p>Di Birkinshaw – RFT Children and Young Peoples Health Services</p> <p>Fiona Jorden (NHSE AT)</p>

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
		of immunisation services.	Kathy Wakefield (RMBC PH)
(vi) We will ensure that every child is registered to a dentist in their local area and increase awareness with parents/carers to ensure attendance at dental health appointments	<ul style="list-style-type: none"> <li>Levels of Oral Disease</li> </ul>		'HEALTH'??
(vii) We will reduce teenage pregnancy	Teenage pregnancy rates	<ul style="list-style-type: none"> <li>Implemented targeted preventative interventions for those at highest risk of teenage pregnancy</li> <li>Increased access to contraception</li> <li>Parental engagement to assist with providing education, advice and support around relationships and sexual health</li> </ul>	Public Health

HOW WE WILL EVIDENCE THE DIFFERENCE WE HAVE MADE	
Breastfeeding Rates Infant Mortality Levels of oral disease Lifestyle Survey	Childhood obesity Teenage Pregnancy rates Vaccinations and Immunisations

**PRIORITY: 2****We will engage with parents and families**

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
(i) We will identify and work families at the earliest stages of need to allow them to stay empowered, to take responsibility for their own situations, to build resilience, and enable them to regain control and become independent of services.	<ul style="list-style-type: none"> <li>• Early Help Strategy</li> <li>• Families for Change</li> <li>• Family CAF</li> <li>• Family Recovery Programme</li> <li>• Rotherham Safeguarding Children's Board</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a performance management framework for Early Help within the LA (August 2013)</li> <li>• Established an Early Help Support Panel to provide a point of escalation for "stuck" families (June 2013)</li> <li>• Provide an annual review of the progress made and identify gaps (March 2014)</li> <li>• Review the effectiveness of the Early Help Prospectus offer and report to the LSCB on partner engagement (March 2014)</li> </ul>	Warren Carratt
(ii) We will develop customer feedback and the voice of the child throughout the partnership ensuring their views, feelings and wishes inform future service delivery and improvement	<ul style="list-style-type: none"> <li>• Ofsted inspection frameworks</li> <li>• Customer Journey/pathways</li> <li>• Community Engagement</li> <li>• Customer access</li> </ul>		All Partner Agencies <i>Lead??</i>
(iii) We will improve parent and carer satisfaction by implementing the Charter for Parent and Child Voice across schools and services	<ul style="list-style-type: none"> <li>• Customer access</li> <li>• Customer voice</li> </ul>	<ul style="list-style-type: none"> <li>• Currently have 18 schools and settings championing the Charter</li> <li>• Every Rotherham school and service to be working towards the Charter (in some way) by 2015</li> </ul>	Rotherham Parent Forum

<p>(iv) We will work together to support young carers and their families to ensure that they are identified and provided with the appropriate support</p>	<ul style="list-style-type: none"> <li>Rotherham's Joint Action Plan for Carers 2013-2016</li> </ul>	<ul style="list-style-type: none"> <li>Identify and evaluate what support Integrated Youth Support (IYS) offer young carers</li> <li>Promote a Family CAF to identify health needs and wider Early Help support</li> <li>Raise awareness in schools and in other young people's settings of support for Young Carers and of the Young Carers Service – Review September 2013</li> <li>Support the Rotherham UK Youth Parliament Members in developing a Young Carers Card – Review September 2013</li> </ul>	<p>Showkat Ali Kay Denton Paul Theaker</p>
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<p><b>HOW WE WILL EVIDENCE THE DIFFERENCE WE HAVE MADE</b></p>	
<p>Family CAF engagement rates and outcomes Customer satisfaction</p>	<p>Customer Journey Maps Parent and Child Voice take-up and outcomes</p>

**PRIORITY: 3****We will reduce the harm to children and young people who are exposed to domestic abuse, alcohol/substance misuse and neglect**

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
(i) We will develop a joint 'single message' and maximise the opportunities for an 'early intervention' approach to alcohol and substance misuse across the partnership	<ul style="list-style-type: none"> <li>• Alcohol Strategy</li> <li>• Health &amp; Well Being Strategy</li> <li>• Rotherham Safeguarding Children's Board</li> <li>• School and FE College Drug &amp; Alcohol education programmes</li> </ul>		Public Health
(ii) Develop the work of "raising the bar" pilot to ensure that children and young people affected by domestic abuse are supported in school	<ul style="list-style-type: none"> <li>• Domestic abuse strategy</li> <li>• Rotherham Safeguarding Children's Board</li> </ul>		Children & Families Safeguarding Services
(iii) Deliver training to the children and young people's workforce to raise awareness of the impact of domestic abuse on children and young people	<ul style="list-style-type: none"> <li>• Domestic abuse strategy</li> <li>• Early Help Strategy</li> <li>• Health &amp; Well Being Strategy</li> <li>• Rotherham Safeguarding Children's Board</li> </ul>	<ul style="list-style-type: none"> <li>• April 2013 - launch of the Early Help Prospectus for low level DA training, and the RLSCB Prospectus for Module 2 training</li> <li>• Next milestone will be September 2013 and six months thereafter, reviewing progress of update and evaluation on a regular basis.</li> </ul>	Warren Carratt
(iv) We will work together to safeguard children and young people by identifying signs of neglect and taking appropriate action and support to prevent escalation	<ul style="list-style-type: none"> <li>• Early Help Strategy</li> <li>• Rotherham Safeguarding Children's Board</li> <li>• Working Together 2013</li> </ul>		Children & Families Safeguarding Services

**HOW WE WILL EVIDENCE THE DIFFERENCE WE HAVE MADE**

Social care contacts and referrals linked to;

- Domestic Abuse
- Alcohol
- Substance Misuse
- Neglect

Young People's Alcohol usage (Lifestyle Survey)  
Number of children on Child Protection Plans due to neglect

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**The Child Sexual Exploitation Strategy plan on a page**



**Prevent**  
making it more difficult to exploit children

1. Ensure that the RLSCB has an effective strategy, governance arrangements, protocols, policies and procedures in place to ensure a co-ordinated multi-agency response to child sexual exploitation  
*(RLSCB)*
2. Engage with children and young people to gain a better understanding of the practice of CSE and develop activities which will dissuade children and young people becoming involved in CSE and identify those at risk  
*(RMBC / Youth Offending Teams / CYP&F Voluntary Sector Consortium)*
3. Ensure all agencies working with or in contact with children understand the indicators of CSE, have established intelligence gathering processes and develop intervention strategies  
*(SY Police / RMBC / CYP&F Voluntary Sector Consortium)*
4. Deliver a universal education programme to the children and young people of Rotherham to raise awareness and reduce risk  
*(Education / SY Police)*
5. Raise awareness of CSE within the Rotherham community through a universal awareness campaign  
*(SY Police / RMBC / Providers and Commissioners of Health Services)*
6. Ensure there is a robust multi-agency training and awareness programme in place to respond to child sexual exploitation  
*(SY Police / RMBC / Providers and Commissioners of Health Services)*
7. Utilise multi-agency disruption techniques to reduce high risk or hot spot locations  
*(RMBC)*

**Protect**  
identifying and safeguarding children who are at risk

1. Through the Child Sexual Exploitation service, protect and support victims utilising deterrent and disruption activity with abusers  
*(RMBC)*
2. Identify, locate and protect children and young people from sexual exploitation through effective risk assessment.  
*(SY Police)*
3. Put in place a multi-agency framework for intelligence gathering and information sharing.  
*(SY Police / Providers and Commissioners of Health Services / CYP&F Voluntary Sector Consortium)*
4. Ensure that the national guidance on Safeguarding Children and Young People from Sexual Exploitation is the minimum standard across Rotherham.  
*(SY Police / RMBC)*
5. Ensure that we continually scrutinise the delivery of standards, policies, procedures and practice in service delivery to ensure that children are safe.  
*(RMBC)*
6. Ensure that voluntary and community groups are best placed to support victims of CSE and their families and incorporate in their services within risk management plans.  
*(CYP&F Voluntary Sector Consortium)*
7. Ensure there is a clear referral pathway to effective information sharing, assessment and subsequent co-ordinated services.  
*(RMBC / Providers and Commissioners of Health Services)*

**Pursue**  
identifying offenders, disrupting and stopping their activity

1. Provide specialist support and services that enables offenders to be brought to justice and deters future offending.  
*(Crown Prosecution Service)*
2. Ensure victims continue to be supported throughout the police investigations and any subsequent court proceedings  
*(SY Police)*
3. Ensure suitable recording processes are in place for all front line agencies to develop effective ways of capturing and recording data relating to known or suspected cases of CSE  
*(Probation Services)*
4. Learn more about the nature of sexual abuse involving children from offenders' and victims' perspectives to deepen understanding of the behaviour and motivation of offenders and help police forces with strategies for interviewing suspects  
*(SY Police / RMBC)*
5. Learn from previous, current and future prosecutions to ensure all investigations into CSE are undertaken by professionally trained staff and increase the likelihood of prosecution  
*(SY Police)*
6. Ensure we respond to information and take appropriate action which could include disruption or investigation by the police  
*(SY Police / Crown Prosecution Service)*

Each partner will have in place its own agency action plan to support overall delivery of the Child Sexual Exploitation strategy.

The Rotherham Local Safeguarding Children Board, through a specific performance management framework will ensure partners work together effectively to achieve the shared key strategic priorities for 2013 – 2016 and will review progress on the delivery of the strategy on a quarterly basis.

They will also hold agencies to account through the outcome of Serious Case Reviews, joint Child Sexual Exploitation operations and a review of implementation of Learning Lessons Reviews.

**PRIORITY: 5**

**We will focus on all children and young people making good progress in their learning and development**

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
<p>(i) We will support the Learners First school partnership group to deliver their mission of;</p> <ul style="list-style-type: none"><li>▪ all students making at least good progress;</li><li>▪ no underperforming cohorts;</li><li>▪ all teachers delivering at least good learning;</li><li>▪ all school moving to at least the next level of successful performance</li></ul>	<ul style="list-style-type: none"><li>▪ Floor targets and standards</li><li>▪ Learners First</li><li>▪ Ofsted inspection frameworks</li><li>▪ School Effectiveness</li></ul>	<ul style="list-style-type: none"><li>• All schools to be judged by OFSTED as good or outstanding overall effectiveness grade within the next three years.</li><li>• All schools to be judged by OFSTED with a good or outstanding quality of teaching grade within the next three years.</li><li>• No secondary schools below the DfE floor standard in 2013.</li><li>• Reduce the FSM gap to the national average FSM gap by 2013.</li><li>• Reduce the number of primary schools below the new DfE floor standard to 5 schools in 2013.</li><li>• To be in line with the national average in the expected levels of progress from the end of KS2 to KS4 in mathematics in 2013.</li><li>• To continue to exceed the national average in the expected levels of progress from the end of KS2 to KS4 in English.</li><li>• To reduce the gap in the expected levels of progress from the end of KS1 to KS2 in reading, writing and mathematics to within 2% of the national average in 2013 and in line with the national average in 2014.</li></ul>	<p>Dorothy Smith</p> <p>Karen Borthwick</p>

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
(ii) We will work with schools, young people and families to ensure a high level of attendance and engagement in learning	<ul style="list-style-type: none"> <li>▪ Education Welfare</li> <li>▪ Families for Change</li> <li>▪ Persistence Absence</li> </ul>	<ul style="list-style-type: none"> <li>• Local Authority and school level primary and secondary attendance rates to be in line with the national average.</li> <li>• Persistent absence to be in line with the national average.</li> </ul>	<p>Dorothy Smith</p> <p>Karen Borthwick</p>
(iii) We will ensure there is effective post 16 place planning based upon the learning and support needs of our young people including those with LDD and from opportunities available within the VCS	<ul style="list-style-type: none"> <li>▪ Learners First</li> <li>▪ Ofsted inspection frameworks</li> </ul>		<p>Fiona Featherstone</p>
(iv) We will continue to narrow the gap in the education of our most vulnerable groups	<ul style="list-style-type: none"> <li>▪ Children eligible for Free School Meals</li> <li>▪ Children in Need</li> <li>▪ Looked After Children</li> <li>▪ New Arrivals</li> </ul>	<ul style="list-style-type: none"> <li>• Improve the outcomes of all vulnerable groups.</li> <li>• Improve the performance of pupils eligible for free schools meals by 10% at KS2 and 8% at KS4 by 2013 in line with the national average</li> <li>• Vulnerable groups are not over-represented in the NEET's category</li> </ul>	<p>Dorothy Smith</p> <p>Karen Borthwick</p>

<p>(v) We will continue to focus on the improvement of communication, language and literacy skills of children and young peoples</p>	<ul style="list-style-type: none"> <li>▪ ECAT</li> <li>▪ Imagination Library</li> <li>▪ Inspire Rotherham</li> <li>▪ Library Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• We will offer song, story and simple craft activities for preschool children in Libraries &amp; Customer Service Centres</li> <li>• We will deliver the book-gifting offers of Booktrust, including the Baby pack, the Treasure pack and the Booktime packs for children as they go into the Reception year</li> <li>• Customer and Cultural Services will work with partners to deliver family learning activities in locations across the Borough, including in our libraries, customer service centres, Clifton Park Museum and Boston Castle</li> <li>• Summer Reading Challenge, open to children from 4-11, within our Libraries and Customer Service Centres, supporting a programme of holiday time reading-related activities</li> <li>• We will offer Chatterbooks (<i>The Reading Agency</i>) groups in our Libraries and Customer Service Centres, delivering reading groups with related activities for children of KS1 and KS2 ages</li> <li>• We will offer children opportunities to use our services in groups, supported by their school, including visits to libraries, Clifton Park Museum, heritage sites and the Civic Theatre pantomime</li> </ul>	<p>Dorothy Smith</p> <p>Elenore Fisher</p>
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**HOW WE WILL EVIDENCE THE DIFFERENCE WE HAVE MADE**

Key stage 2 and 4 attainment levels  
Key stage 2 and 4 attainment floor targets  
Narrowing the gap measures for LAC, CIN, BME & Free  
school meals

School attendance & persistence absence  
English, reading and literacy achievement levels  
School inspections

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**PRIORITY: 6 We will target support to families in greatest need to help access learning/employment opportunities**

ACTION	KEY LINKS	DELIVERY MILESTONES	LEAD
(i) We will ensure appropriate, targeted and integrated learning and support for our most vulnerable young people who are, or are at risk of becoming, NEET	<ul style="list-style-type: none"> <li>• Care Leavers</li> <li>• Integrated Youth Support Service</li> <li>• Raising Participation Strategy</li> <li>• Teenage Parents</li> </ul>		IYSS
(ii) We will support families to look after their children when they need it and helping children and young people and their families to prioritise healthy and positive behaviour	<ul style="list-style-type: none"> <li>• Behaviour Support</li> <li>• Families for Change</li> <li>• Integrated Youth Support Service</li> <li>• Pupil Referral Units</li> <li>• Safer Rotherham Partnership</li> <li>• SES Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of Healthy activities through Children Centre service delivery</li> <li>• Short term targeted individual and small group support in schools to promote positive behaviour for learning and the successful inclusion of those children identified by schools as in need of early intervention.</li> <li>• Seven outreach mentors to be deployed to work in two Learning Communities</li> </ul>	<i>Lead??</i>
(iii) We will support adults to access learning to improve their chances of securing or retaining employment	<ul style="list-style-type: none"> <li>• Adult Safeguarding Learning</li> <li>• Adult Skills Budget</li> <li>• Family Learning</li> <li>• Libraries &amp; Customer Service Centres</li> </ul>	<ul style="list-style-type: none"> <li>• Completion of Community Learning Strategy (June 2013)</li> <li>• Delivery of associated actions (as per strategy)</li> <li>• Increase the use of Libraries &amp; Customer Service Centres as places to access information and improve skills, including offering free access to and assistance to use the internet</li> <li>• Offer opportunities for apprenticeships, placement and volunteering within Customer and Cultural Services</li> </ul>	Karen Borthwick Julie Roddis Elenore Fisher

<p>(iv) Further develop the partnership response to respond to the needs of the ROMA community and new arrivals</p>	<ul style="list-style-type: none"> <li>• Children and Families</li> <li>• Community Learning</li> <li>• Early Help Services</li> <li>• EU Migrants</li> <li>• Migration Yorkshire</li> <li>• National Roma Network</li> <li>• Schools</li> <li>• Voluntary and Community Organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance rates will rise and participation in the earliest forms of education – e.g. children’s centres</li> <li>• Deliver and evaluate a pilot multi-agency ‘family induction day’ at Lifewise – Sept 2013</li> <li>• Engage key relevant Headteachers and senior staff from within CYPS to discuss long term strategy to accommodating New Arrivals</li> <li>• Engage relevant staff in a re-evaluation of the system, given the current circumstances: the potential increase of number of New Arrivals from Romania and Bulgaria, increase in the number of SEN EAL learners.</li> <li>• Extend the Strategic Management Group to include key representatives from schools and the Director of Lifelong Learning - June 2013</li> <li>• Implement the Roma Matrix delivery plan, meeting key deliverables and outcomes wit the Roma Community as per funding requirements and delivery plan. –June 2013 to March 2015</li> <li>• Monitor progress of children who arrive in Rotherham at KS3 and KS4</li> <li>• Reduce the number of Roma / EU Migrant children who are not accessing full-time education – August 2014</li> <li>• Overall NEET’s profile will continue to improve with no disproportionate increase for this community</li> </ul>	<p>Dorothy Smith</p>
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(v) We will reduce the inequalities gap in outcomes for the boroughs most deprived communities	<ul style="list-style-type: none"> <li>Deprived communities project</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<i>Lead??</i>
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HOW WE WILL EVIDENCE THE DIFFERENCE WE HAVE MADE	
Young People Not in Education, Employment or Training Employment statistics Deprivation	Families for Change outcomes Poor communities accessing learning

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