Children & Families and Child Poverty Strategy
2014 - 2017
Foreword

Our 2014-17 Children & Families and Child Poverty Strategy sets out our commitment to improving the lives and life chances of children and families in South Tyneside.

Over the course of the previous plan we have achieved much we can be proud of. We completed our £173m Building Schools for the Future programme, which has overseen the development of world class schools offering state of the art facilities to our children. We saw significantly improving GCSE and A Level results, opening up more opportunities for our young people as they choose the next steps to take in their lives.

Similarly, our Adoption Service has gone from strength to strength and has gained national recognition as being one of the best in the country and we are particularly pleased with the timeliness of our services in matching a child to an adoptive family.

However, we have faced unprecedented challenges to our service delivery models across the partnership. We know that we will continue to face those challenges over the coming years due to increased demographic pressures and reduced funding. We need to make sure we are focussing on the right priorities and are clear on how we will work together in partnership to achieve these.

This plan sets out our new approach to providing services and support for children and families in South Tyneside. We strongly believe that our children and young people are the future of South Tyneside and that we will deliver the best possible services for them.

Councillor Joan Atkinson
Lead Member Children, Young People and Families and Chair of the Children and Families Board
Executive Summary

Our Children & Families and Child Poverty Strategy sets out our shared vision for improving the lives of children and families in South Tyneside:

*We want South Tyneside’s children and families to get the best start in life, remain healthy and aspire to a brighter future. To ensure everyone reaches their full potential, we will work with partners to provide the best possible learning opportunities, with targeted protection, care and support for those in greatest need.*

This strategy sets out the new direction we will take to achieve our ambitious vision for children, young people and their families in the borough, with a clear focus on outcomes.

It sets out the priorities that have been agreed by the partnership and how we will work together to meet the needs of our children, young people and families in South Tyneside.

We have identified the following strategic priorities which we need to achieve over the next year / few years:

1. Safer, stronger families in healthier communities
2. Learning and learners for the 21st century
3. Enterprising people in enterprising places
4. Partnerships with purpose

The plan also sets out our governance arrangements to show how we will monitor progress against our priorities and provide challenge where necessary.
Recent progress

Since the development of the previous Children & Families and Child Poverty Strategy (2011-14), partners have delivered a number of highly successful initiatives, which have resulted in improved outcomes for our children, young people and families:

- We have seen a steady reduction in the numbers of children in our care. At the same time, foster carer recruitment is higher than ever, and the council’s outstanding Adoption service is rated amongst the best nationally.

- Our High Impact Families programme exceeded its 2012 target for identifying and working with families and we are already seeing early signs of improved outcomes for these families, meaning results-led payments can be reinvested into our early help services.

- Children’s Centres are often the first opportunity we have to support vulnerable families in South Tyneside. Therefore, this year, we radically redesigned our service offer – clustering centres together to share best practice and leadership, and ensure front-line public services are better coordinated and targeted to support those families that most need support.

- Our £173million BSF ‘inspiredspaces partnership with Gateshead Council has completely transformed our school estate with 14 new or refurbished schools – providing our children and young people with world class facilities to help them reach their potential.

- Record GCSE and A level results are the most improved in the region, with 58.2% of our young people achieving five A*-C GCSEs (up from 53.9%), and 89% of secondary aged students now attend good and outstanding schools.

- Our innovative Apprenticeship Academy, in partnership with South Tyneside College, has supported a number of young people through an intensive programme, which has equipped them with recognised qualifications, employability skills and an interview at the end of the programme.

- Our effective and innovative partnership working received national acclaim when our ‘Bored in Boldon’ initiative was awarded the LGC Community Involvement Project of the Year title. This collaborative scheme - involving the Council, Fire Service, and a local voluntary agency - has delivered improved outcomes for young people in Boldon; from positive activities to reduced anti-social behaviour and increased employment.

- Our VCS partners play a key role in finding solutions to local challenges. An innovative asset transfer model with the Customs House Trust, a local arts organisation, means that the former Tyne Dock Youth Centre is now a thriving local hub for young people’s services. In addition, our Tyne Gateway project supporting disadvantaged families is now an independent trust, winning the Charity Times ‘Charity of the Year’ award in 2012.
Our New Approach

Although we have made good progress against our priorities set out in the Children and Families Plan and Child Poverty Strategy 2011-14, we know that if we want to continuously improve we need to develop a new approach.

We are undergoing times of unprecedented change. Demand for services consistently rises, while government funding continues to fall. In times of financial uncertainty, it is more important than ever to make sure that our resources are put to the best possible use.

As partners we have agreed a shared vision of the outcomes we want to achieve for our children and young people, how we are going to work together to achieve these and how we will know we have made a difference.

How is this plan different to others?

This plan includes our strategy for addressing child and family poverty, which we are required to do under the Child Poverty Act 2010.

It is more closely linked to the South Tyneside Vision, setting out how it will contribute towards the overall community strategy

It focuses on prevention and early help, ensuring that we target our resources on the right areas.

What does this plan do?

This plan is the key document for all partners delivering services in South Tyneside to children and young people. It sets out:

- The shared vision that we have for our children and young people
- The key priorities that have been agreed in partnership
- The governance arrangements that will show who is responsible for monitoring progress against our priorities

Tiered Approach

Working with partners we have developed a system of tiers which will ensure that our resources are allocated in the right places. We know that some services are available to everyone, which will often lead to a greater demand, while other services are specific to individual circumstances so fewer people access them, but they are almost always service users with complex needs requiring access to acute and specialist provision. Identifying and classifying tiers of provision alongside the level of need is a way partners from across the borough better understanding, and therefore more efficiently and effectively delivering, the most appropriate intervention or support for that area – at the earliest opportunity.
The Children and Families Board has played a key role in ensuring the right services are in place for children, but we have also worked hard to ensure that this role has been extended to include the coordination of services for children and vulnerable adults right across the partnership, including for health-related issues. Arranging our services by tier helps us to target high quality and cost effective early help services on the most vulnerable. We have also reviewed our escalation and de-escalation arrangements, strengthening threshold control via assessment processes that bring partners together to routinely and speedily evaluate or re-evaluate need.

Services, agencies, partnerships and teams will often work across a number of these tiers of need depending upon the circumstances of the individual and/or their families.

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<thead>
<tr>
<th>Tier</th>
<th>Description</th>
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<tbody>
<tr>
<td>Tier 4</td>
<td>Children and young people who require intensive help and support from a range of specialist services. These children will often need to be accommodated outside of their immediate family or may require admission into hospital. In most cases the multi-agency involvement would be led by Children’s Social Care.</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Children and young people who are not achieving the expected outcomes and require more intensive support, often on a statutory basis. This may include support provided by Children’s Social Care such as a social work assessment, support from the Family Support Service or through the provision of Direct Payments for a disabled child. The needs are likely to be more complex and resolution will require TACF coordinated by a social worker.</td>
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<tr>
<td>Tier 2</td>
<td>Early help – children and young people who are not achieving expected outcomes and require additional support for a time limited period. There is an expectation that a Common Assessment will be instigated, resulting in additional support provided by at least one additional agency and services may require coordination through a team around the child or family (TACF) and the input of a lead professional.</td>
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<tr>
<td>Tier 1</td>
<td>Children and young people who are achieving expected outcomes and have their needs met through universal service provision. This includes children that require targeted early help services delivered within a universal service setting. Universal services remain in place regardless of which level of need a child is experiencing.</td>
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The South Tyneside Vision

The South Tyneside Vision sets out our long-term ambitions for the borough:

South Tyneside will be an outstanding place to live, invest and bring up families

To achieve our overall vision we have agreed 10 strategic outcomes with partners under the themes ‘People’ and ‘Place’. These are the things we will achieve over the next 20 years:

**People**
- Better education and skills
- Fewer people in poverty
- Protect children and vulnerable adults
- Stable and independent families
- Healthier people

**Place**
- A regenerated South Tyneside with increased business and jobs
- Better transport
- Better housing and neighbourhoods
- A clean and green environment
- Less crime and safer communities

How does this plan link to the vision?

We believe passionately that our children and young people are the future of South Tyneside and have developed our own vision statement in support of the South Tyneside Partnership:

We want South Tyneside’s children and families to get the best start in life, remain healthy and aspire to a brighter future. To ensure everyone reaches their full potential, we will work with partners to provide the best possible learning opportunities, with targeted protection, care and support for those in greatest need.

Focusing on Outcomes

At a time of reduced resources, we need to make sure we are focussing on the right outcomes. Working in partnership, we have agreed a number of strategic outcomes under each priority that we are focused on achieving through key partnership actions, and we have allocated them to the appropriate tier.
Our Priorities

In order to achieve our strategic outcomes, we have developed four key priorities for action:

1. Safer, stronger families in healthier communities
2. Learning and learners for the 21st century
3. Enterprising people in enterprising place
4. Partnerships with purpose

How have we developed our priorities?

Working in partnership, we have used a wide range of information to develop our priorities. The key sources of information which helped to determine our priorities are:

- The Joint Strategic Needs Assessment & Child Poverty Needs Assessment
- Workshops and individual consultation with our partners and partnerships
- Consultation and engagement with young people in South Tyneside
- Key performance data telling us how we are performing on a wide range of issues
- Analysis of latest and upcoming policy developments
- Feedback received by Ofsted and other external challengers

Joint Strategic Needs Assessment (JSNA) & Child Poverty Needs Assessment (CPNA)

Our JSNA and CPNA are key sources of evidence in terms of understanding the current and future needs of our children, young people and families. Both assessments have informed the priorities in this strategy and the actions that will deliver improvements. The latest JSNA shows that the health of our residents has improved, but remains poor compared to national figures. The latest CPNA demonstrates the great strides we have taken to improve prosperity, yet poverty persists in the borough, and there are significant inequalities across different areas in South Tyneside.

Partner Consultation

We will only be successful in delivering our priorities through genuine partnership working. As a Partnership we have worked to collectively agree the key priorities that this strategy is structured around and the partnership groups that we are delivering our priorities through.

Consultation and Engagement with Young People

We know that our services are most effective when the design and delivery is informed by feedback from our service users. We also know that children and young people are most engaged and likely to achieve when they are able to actively participate in the services they receive.

We have a range of methods in place by which we engage and consult with children, young people and families to continuously improve our services, including:

- Young People’s Parliament
- Children in Care Council
- ‘Check it Out’ Youth Inspection Team
- Youth Participation Team ‘Impact 17’
- Mobile Youth Facilities
- School Councils
- Drop-in sessions with refugee and asylum seekers
Our ongoing engagement with our service users has helped shape the priorities in this strategy and the actions that will help deliver them.

Over the next 12 months, we will extend this approach to ensure that we have a fully coherent and coordinated approach to participation, engagement and feedback across all of our services, so that it is part of everything we do. The Participation Forum that we have established through the partnership will drive forward this work.

**Latest Performance**
We have, and continue to, assess our performance against a range of key measures. We understand where we are and where we need to be, and this intelligence has informed the agreement of our key partnership priorities. The JSNA is supplemented by other quantitative and qualitative sources of information including the most recently published Index of Multiple Deprivation (IMD) and the datasets that have been used to underpin the High Impact families programme in the borough.

**Policy Developments**
We have also continued to, on a regular basis, assessed and analysed latest policy developments and new legislation from central government. There have been a number of wide-ranging reforms emanating from central government since we last developed our strategy, including welfare, health and SEN reforms, and the assent of the Education Act. These have significant implications for South Tyneside, and we have developed plans to respond to these proactively.

**Ofsted**
Our two recent Ofsted inspections (2012 and 2013), which have considered our safeguarding and looked after children’s services, acknowledged a number of our strengths and improvements we have made over recent years. The Children & Families Board and the commitment of partners were highly praised in both inspections. Our strategic improvement plan, focused around redesigning social care services, was endorsed, and our partnership approach to workforce development was also commended. Joining up and strengthening early help services was recognised as a key focus for the partnership, and we particularly recognise the role of schools in supporting this priority.

A range of areas for development were also highlighted, including consistency in case file recording, quality of assessments and sufficient independent oversight of social work practice. We already had plans in place to deal with these areas for improvement, and we continue to focus on rapidly improving our performance in these areas.

**Sector-led Improvement**
We are committed to engaging in sector-led improvement initiatives that help assess the strength of our current services and identify areas for development along our improvement journey.

For instance, we have recently taken part in an LGA-commissioned peer review of our children’s services in February 2013. The review found that some of our key strengths included our relationships across the partnership, our strong leadership, and a real passion and energy for improvement. Areas for consideration included a clearer focus on outcomes and strengthening our analysis of performance data.

We will continue to engage in sector-led improvement as a key feature of our focus on continuous service improvement.
Safer, Stronger Families in Healthier Communities

South Tyneside is a really safe place to grow up, but we want to ensure that every child and young person feels safe in their home, school and community, and where they do require additional support that their needs are met within the borough. Taking a holistic view and applying ‘think family’ principles when we assess need will be crucial and will help to ensure that fewer children and young people are unhappy with their personal circumstances. Parenting is a critical element in this and we will renew our efforts to ensure that parents are able to provide the positive and caring home environment that is so important to the development of social and emotional skills, good nutrition and speech and language.

The transfer of public health responsibilities to the local authority has given us a great opportunity to embed positive health and well-being into our day-to-day practice. Working together with the Health & Wellbeing Board, this will help to ensure that more children and young people are a healthy weight for their age, that fewer smoke, and that children and young people from vulnerable groups do not take inappropriate risks with their health and wellbeing. We know that if we continue to build on the progress we have made in reducing anti-social and offending behaviour then residents’ perceptions of young people will also improve.

To achieve this we need to strengthen our early help arrangements so that they meet the needs of the large majority of children, young people and their families; and for those families already in the system we will build on the initial progress made by the High Impact Families programme to give them the intensive support they need to get back on track. We will particularly focus on the issue of neglect and reducing the significant proportion of child protection cases that have neglect as a prime reason for designation.

All public services face similar demand management pressures. Working together we have developed a prevention and early help model that will improve the lives and life chances of those who live, learn and work in South Tyneside by sustaining good outcomes during a period of declining resources, whilst safely reducing the demand for acute and specialist services. At the same time, we are moving significantly towards far greater early help / earlier intervention with vulnerable and/or disadvantaged groups.

Families with children maintain the primary responsibility for keeping their children safe, but it is vital that we continue to provide robust child protection and safeguarding services to ensure that any children at risk of harm are protected. Our aim is to provide early support services to families in as many cases as possible, so that they can continue to provide children with the care they need to reach their full potential. We will measure our success in achieving the set outcomes through the following key performance indicators:

- Reduced teenage pregnancy numbers.
- Reduced proportion of children living in poverty.
- Reduced rate of domestic violence incidents involving children.
- Safely reduced rate of Looked after Children (LAC).
- Reduced infant mortality and low birth weight babies.
- Increased breastfeeding rate.
- Reduced obesity amongst primary school children.
- Reduced alcohol misuse amongst young people.
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<th>TIER</th>
<th>OUTCOMES</th>
<th>ACTIONS</th>
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| 1.   | • A growing and large majority of children & young people tell us they feel safe in their homes, schools and communities.  
• More children and young people are a healthy weight for their age.  
• Far fewer young people smoke.  
• Residents’ perceptions of young people improve. | • Reconfigure obesity service.  
• Develop access to a wide range of informal leisure, recreational and cultural activities for young people.  
• Re-align Public Health investment to implement a Borough-wide health improvement programme for children and young people.  
• Review and improve smoking in pregnancy pathway to decrease rate of smoking at time of delivery.  
• Recognise and celebrate young people’s contributions and achievements in the Borough & their communities.  
• Develop and implement a strategy to promote positive images of children and young people within their communities. |
| 2.   | • Far fewer children & young people experience neglect in the home.  
• Early help arrangements successfully meet the needs of a large majority of children, young people & their families.  
• Fewer young people are unhappy with their personal circumstances.  
• There are far fewer unintended pregnancies.  
• Far fewer children and young people displaying anti-social or offending behaviour. | • Embedding the High Impact Families model of shared resources and key workers to focus on the most vulnerable families.  
• The creation of integrated multi agency teams based in localities to strengthen our early help offer.  
• Develop further evidence based parenting provision and in particular continuing to improve access to such programmes.  
• Undertake programmes targeting vulnerable families working with their children to help support their learning and development.  
• Review the effectiveness of the redesign of the Children’s Centres especially in relation to the most vulnerable.  
• Extend the pilot multi-disciplinary prevention and early intervention programmes targeting pregnant with high risk – smoking, alcohol/drugs, domestic violence & depression.  
• Support the development of activities to improve the mental health & resilience of children & young people.  
• Increase promotion of Sexual Health and access to LARC/EHC.  
• Extend our award-winning ‘Bored in Boldon’ joint campaign of diversionary activities to further reduce anti-social behaviour. |
| 3.   | • More children and young people live safely and positively within their family homes and local communities.  
• Fewer children and young people from vulnerable groups take inappropriate risks with their health and wellbeing. | • Review domestic violence services to ensure victims are given the support they need and perpetrators helped to change their behaviour.  
• Develop a peer mentoring and volunteering strategy.  
• Develop an integrated model of interventions to reduce risky behaviours and poor lifestyle choices by young people.  
• Develop Children & Young People’s Public Health that targets public resources specifically, to the risk and resilience approach.  
• Develop and embed support to children on the edge of care.  
• Embed CAMHS support into our emerging locality offer. |
| 4.   | • More young people and their families have their special needs met in the borough.  
• Fewer young people are admitted to Hospital through A&E. | • Increase placement choice & sufficiency for children who need to be looked after. |
Learning and Learners for the 21st Century

As a partnership we are committed to ensuring that all children and young people are enabled to achieve to the best of their abilities. We want to do so in such a way that our children, young people and their families understand and are equipped to be lifelong learners. We want to do so in such a way that no learner is left behind in terms of support to achieve to the best of their ability.

This means that we will need to continue to focus on raising aspirations and attainment across all key stages. We want to build on the progress made over the last three years in terms of higher attainment at all key stages and most notably, recently, at key stage 4.

This improvement is reflected in the number of schools and colleges in the borough achieving a grade of at least “Good” from their most recent Ofsted inspection. Notwithstanding this we are also clear that some aspects of our early years provision (particularly child-minders and our performance at the Early Years Foundation Stage) need to improve, and that some “narrowing the gap” indicators either within the borough or across statistical neighbour and national comparators are not yet where we want them to be.

We also know that there are some underpinning interventions that will help accelerate this upward trend including:

- Working with parents, early years providers and key partners to ensure that children are “school ready”
- Improving speech and language development in the very young
- Working with our Children’s Centres to nurture and develop high expectations and aspirations within families
- Ensuring children, young people and their families are well informed, prepared and supported at key transition points in their learning journeys
- Delivering a thriving programme of support and development for more able and talented children and young people
- Ensuring children and young people have access to age-appropriate, high quality universal information, advice and guidance
- Working with partners so that learners at all ages are well-supported in their learning through the innovative use of digital and communications technologies

The newly updated Special Educational Needs (SEN) Code of Practice will change how children and young people with SEN are identified and assessed and how support tailored to their individual needs can help them to flourish. Similarly, the raising of the participation age (RPA) will have significant implications for the post-16 offer made to young people by all education and training providers. We will continue to work with the Learning and Skills partnership to ensure that, as a borough, we are able to convey the implications of RPA to our young people and their parents/carers and help them make an informed choice about next steps in education, training or employment so that we continue to make good progress in reducing our ‘NEET’ figures.

If we are successful with these and other interventions we will see further improvements in important markers for us including the take up of science, technology, engineering and mathematics (STEM) qualifications, particularly at key stage 5; an increase in participation in HE
and Higher Skills, particularly in disadvantaged and under-represented groups and a better alignment of curriculum with the continuing and emerging employment and skills growth areas for the borough and its sub-regional and regional context.

We also want our children and young people to enjoy their childhood and youth and to be able to do so in a culture of positive participation in both formal and informal activities. The partnership is responding to this need in a variety of ways. Formal and informal participation work goes on across all Community Area Forums to ensure that an open-access programme of youth and play activities is in place across the borough and is easily accessible wherever a young person may live. The Council offers an entitlement card that provides discounted access to leisure facilities across the borough. The voluntary sector also offers a diverse range of activities to children and young people from birth to 19 years.

We have strengthened this offer further by the proposed establishment of a Children and Young People's Participation group, which will be a formal sub-group of the Children and Families Board and will provide the strategic vehicle for partnership planning and resourcing of participation across the borough. We will measure our success in achieving the set outcomes through the following key performance indicators:

- Improved Foundation Stage profile.
- Increased % of pupils achieving 5 GCSEs at A-C (including English & Maths).
- Narrow Free School Meal (FSM) and LAC achievement gap (KS2 & 4)
- Reduced exclusions.
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<th>TIER</th>
<th>OUTCOMES</th>
<th>ACTIONS</th>
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| 1.   | • All children and young people attend a good or better school, college or childcare setting.  
      • Learners at all ages are well-supported in their learning through the innovative use of digital and communication technologies.  
      • Children, young people and their families feel well informed, prepared and supported at key transition points.  
      • Almost all school leavers are functionally literate and numerate.  
      • There is a thriving programme of support and development for gifted and talented children and young people.  
      • Far more children and young people are involved in formal and informal participation arrangements in their schools, communities and across the Borough. | • Work with schools to develop the curriculum in line with new Government initiatives.  
• Develop E-safety and awareness for all stakeholders.  
• Support & challenge schools and providers to improve school readiness at ages 3 and 5  
• Support & challenge schools and providers to raise standards at the EYFS, KS2, KS4 & KS5.  
• Strengthen emphasis on mathematics through: School Improvement Adviser agenda, Primary CPD Programme & targeted support where mathematics is an issue.  
• Develop a comprehensive formal participation framework for children and young people with a focus on vulnerable groups.  
• Establish sufficient, high quality places for eligible 2-4 year olds. |
| 2.   | • No child or young person is left behind in their learning.  
      • Primary & Secondary Curriculum development significantly reduces the number of learners at risk of disengaging.  
      • More young people from vulnerable and disadvantaged groups progress onto advanced level FE programmes.  
      • The number of social action projects in areas of deprivation, led by local young people, is significantly increased. | • School Improvement Advisers will challenge and support schools to raise standards for every child through a programme of school visits and targeted school reviews.  
• Continue with programme of reducing persistent absence and exclusion, through sharing effective practice and supporting one another with managed moves.  
• Development of ‘the alternative curriculum’ for vulnerable and at risk children.  
• Implement SENd reforms. |
| 3.   | • More children and young people from vulnerable and disadvantaged groups achieve well at key transition points.  
      • More children and young people from vulnerable and disadvantaged groups are involved in formal participation and social action projects. | • Support & challenge schools to narrow attainment gaps for vulnerable groups, including LAC.  
• Target vulnerable learners, including non accredited and low level qualifications.  
• Ensure every Looked after Child (LAC) has a high quality Personal Education Plan.  
• Establish multi-agency steering group to implement SENd reforms. |
| 4.   | • More school age young people with LDD/SLDD make good progress in their education and learning.  
      • More care leavers progress onto HE/higher skills programme. | • Understand the needs and improve the employment prospects of care leavers including Care2Work and the NEET Priority Group. |
Enterprising People in Enterprising Places

New sectors and industries are emerging that will require a more flexible and highly skilled workforce. There is potential for the North East in general, and South Tyneside in particular, to capitalise on green growth and the development of new industries to create new sustainable private sector jobs. This is particularly important for our continued economic wellbeing and particularly important for our young people. This thinking was reinforced by the recommendations of the North East Independent Economic Review, led by Lord Adonis, which reported its findings in April 2013.

“While there is a need to balance current and future skills requirements, taking account of the skills levels of the current and future workforce, investing in and improving the skills levels of young people is central to achieving the required step change.

Communicating and equipping young people with the skills that employers value and that they will require in the medium to long term is an important part of this. This includes all parts of the education system, from schools to further and higher education.”


The Economic Regeneration Board works closely with the Children and Families Board to progress a programme of initiatives to improve skills, training and job opportunities for our young people. The Council and its partners have agreed a challenging target to create 575 new job opportunities including 200 apprenticeships for young unemployed people in the Borough aged 16-24. In addition to the national suite of programmes, we are progressing local projects including an Apprenticeship Taskforce, Talent Start Pilot, Pre-Apprenticeship Academy, Jobsfairs and a Youth Volunteering programme.

Notwithstanding this, our NEET rate remains between 7-8% of the 16-18 population and we are facing a number of challenges around the JSA claimant rate in the 19-14 population. We need to work hard as a partnership to ensure that young people are leaving school or college with the skills and experiences that they need to go into HE or find a job.

• Identify the education and training required if children and young people are to take advantage of the current and emerging employment and progression opportunities available locally and regionally
• Consider and develop pathways to employment from schools, the College and training providers that are aligned with current and emerging employment and skills demand areas.
• Develop and propose a range of interventions whereby schools, FE/HE and WBL can work with employers to embed employment pathways within their curriculum and training offer in an age-appropriate way. Propose practical vehicles to develop the skills and associated work readiness that employers will value in young people
• Work with learning and skills providers and employers to set challenging but realistic targets in respect of these priorities

We will be greatly supported in these endeavours by the Business Forum of South Tyneside, which has committed to the establishment of a Young Business Forum to bring the worlds of enterprise and learning closer together and help prepare young people and their families for the demands of our future economies.
We will also play a leading role in the newly established Employment and Skills Development Group, consisting of lead elected members, leading education, employer and partner agencies that will be responsible for our whole system response to the Adonis Economic Review of the North East. We will measure our success in achieving the set outcomes through the following key performance indicators:

- Increased % of young people in education, employment or training.
- Working age people on out of work benefits.
- Transition Data
## PRIORITY 3 – ENTERPRISING PEOPLE IN ENTERPRISING PLACES

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<th>TIER</th>
<th>OUTCOMES</th>
<th>ACTIONS</th>
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| 1.   | • Almost all children and young people tell us that their careers education and guidance has helped them make a positive choice.  
• 14-19 education and training effectively prepares young people for progression into the current and emerging employment and skills environment of the region.  
• There are far more young entrepreneurs developed with the support of the business community.  
• Children and young people see progression to HE/higher skills as normal. | • Ensure children and young people have access to high quality universal information, advice and guidance.  
• Develop a compact between schools and local employers (including Health and Wellbeing Board partners) to develop training and employment opportunities for school leavers who finish school without sufficient qualifications.  
• Improve the identification of NEETs and those at risk of becoming a NEET, with quick referral onto a supportive programme to prevent young people becoming lost in the system.  
• Review pre-employment and pre-apprenticeship programmes so that young people have the skills and knowledge that they need to compete for jobs, specifically in emerging industries.  
• Develop a WorkSkills Programme aimed at 16-18 year olds to help prepare them for the world of work. To include functional skills development.  
• Deliver programmes aimed at those who have completed engagement learning and new skills and qualifications to get a job.  
• Deliver ‘enterprise schools’ to school children so that they understand the opportunities of being self employed.  
• Develop a comprehensive Enterprise Programme for children and young people across South Tyneside. |
| 2.   | • Fewer children live in households in relative poverty.  
• There are far fewer young people who have been unemployed for six months or more.  
• No young person or their family is digitally excluded.  
• The employment and progression rate for vulnerable groups is significantly improved through the development of customised pathways-to-development.  
• Vulnerable families are supported effectively to deal with the impact of Welfare Reform. | • Continue to work closely with Job Centre Plus to provide support for those furthest away from the labour market.  
• Develop targeted provision to improve the employability of vulnerable and disadvantaged young people.  
• Review & develop integrated welfare and advice services.  
• Develop & embed a performance framework for managing Welfare Reform and our responsiveness.  
• Implement local council tax support scheme.  
• Implement local scheme for emergency support to replace Discretionary Social Fund.  
• Ensure as many residents as possible are able to manage their Universal Credit through a digital inclusion campaign.  
• A revised portfolio of accessible and digitally enhanced public sector facilities that will provide the platform for effective outreach into disadvantaged communities. |
| 3.   | • More children and young people from vulnerable and disadvantaged groups are supported into employment.  
• More employers are involved in the individual employability support of vulnerable young people. | • Develop targeted provision to improve the employability of vulnerable and disadvantaged young people. |
| 4.   | • More young people with LDD/SLDD are in employment post-18 and travel independently | • Increase employment prospects for young people with learning difficulties/disability or mental illness. |
Partnerships with Purpose

Outcomes for children, young people and their families cannot be improved by any single agency, no matter how large, alone. It is our aim, therefore, to have a single, shared plan for the Children and Families Board that is the basis for all borough-wide and locality-based provision in South Tyneside.

Part of the rationale for the move to a more integrated approach to our work across the Partnership is the recognition of the crucial interdependency between health, education and employment outcomes. It is clear that a young person’s life chances are significantly increased if outcomes are improving in all three areas and impaired by problems and issues in any one of them. For example, a good proxy indicator of health outcomes is the rate of achievement at GCSE % A*-C inc E/m. Similarly, we know from the Department of Work and Pensions and their delivery arm – JobCentre Plus – that mental health figures very significantly in the not in education, employment or training (NEET) and job seeker allowance (JSA) claimant figures.

We are therefore committed to developing whole system, more integrated approaches to improving the lives and life chances of the children, young people and families that we work with.

Similarly, it is important that we are able to draw on reliable, quality-assured information in order that we can plan the commissioning and delivery of universal and targeted services to best effect. The South Tyneside Joint Strategic Needs Assessment (JSNA) is a fundamental part of the process by which we better understand need and has been used throughout this plan.

The JSNA is supplemented by other quantitative and qualitative sources of information including the most recently published Index of Multiple Deprivation (IMD) and the datasets that have been used to underpin the High Impact families programme in the borough.

South Tyneside Council is committed to leading and supporting partnerships that are interested in partnership working, not just partnership talking. As a Council we have committed to partnership working based on:

- Accessible services
- Responsive services
- Visible services
- Efficient services
Governance & Delivery

The Children and Families Board will have overall responsibility for the delivery of this strategy, with the partnership forums and their sub-groups taking responsibility for individual strategic priorities.

As a partnership, the board will focus on those issues that we can only deliver collectively. This has already helped us to jointly develop and pilot a ‘common core of skills and knowledge’ that will help all frontline staff to understand each other’s roles and how we can collectively make a difference. It will also support the movement towards more integrated, multi-service delivery within and across agencies and organisations.

The responsibility for safeguarding children and young people is shared across our partner agencies, via the Children and Families Board, the Community Safety Partnership, and the Local Safeguarding Children Board and Safeguarding Adults Board. Although each group has different roles, they all share a determination that our children and young people are kept safe and are able to reach their full potential. Both safeguarding boards have particular responsibility for holding other agencies and partnerships to account, and making sure we continue to examine and challenge our approach to keeping children safe.

Quality Assurance

Developing the necessary infrastructure to plan, lead and deliver initiatives across partners and partnerships will continue as a key focus. Our partnership planning together has already led to considerable initial analysis, and in some cases trialling of, new models of service delivery. Better understanding how we might operate within the framework of a community budget, joint commissioning approach or public sector mutual will be part of our regular partnership development process.

Our performance data will be regularly monitored and challenged by the Children and Families Board and sub-groups using a suite of national and local indicators. An annual performance report will also be published showing the progress we have made against our priorities.

Equality and Diversity

As a partnership we have an important responsibility to secure the wellbeing of all children and young people, with a particular focus on safeguarding those groups who are vulnerable because of their background, beliefs, ethnicity, or disability.

To achieve this, we know that we need to focus in part on raising the aspirations of our young people and closing the attainment gap between those who live in our most deprived neighbourhoods and the rest of the borough, so that every one of them has an equal opportunity to succeed.
Governance & Delivery

Supporting Delivery Plans

Partner organisations will use this strategy to inform their own planning and strategic priorities so that we achieve synergy across the whole system. Where appropriate, more detailed actions will be set out in cross-cutting, one year delivery plans including:

- Prevention & Early Help Plan
- Youth Justice Plan
- Employment and Skills Development plan
- Workforce Development Plan
- Commissioning Strategy & Delivery Plan
SOUTH TYNE SIDE CHILDREN AND FAMILIES STRATEGY – 2014-15 DELIVERY FRAMEWORK

Challenges
- Poor start to life for children
- Family breakdown
- Anti-social and risk taking behaviours
- Raising aspirations
- Increasing attainment for vulnerable groups
- Child and family poverty
- Youth NEET rate & unemployment
- Fragmented local services
- Availability of resources

Vision
- We want South Tyneside's children and families to get the best start in life, remain healthy and aspire to a brighter future. To ensure everyone reaches their full potential, we will work with partners to provide the best possible learning opportunities, with targeted protection, care and support for those in greatest need.

Desired Future
- Safer Stronger Families in Healthier Communities
- Learning and Learners for the 21st Century
- Enterprising People in Enterprising Places
- Partnerships with Purpose

Supporting Plans
- Prevention & Early Help Plan
- Youth Justice Plan
- Employment and Skills Development plan
- Services for Young People Plan
- Joint Commissioning Strategy Partnership Workforce Development plan

Measures
- LAC numbers
- CP plan numbers
- CAF plans
- Domestic violence rates
- First time offenders
- Recidivism rate
- Obesity rate
- Teenage pregnancy
- Smoking cessation
- Alcohol-related A&E admissions
- School readiness
- EYFS profile
- KS2 attainment
- KS4 attainment
- KS5 attainment
- Progression to F & HE
- Progress and attainment of vulnerable groups
- Persistent absence & exclusions
- Youth participation
- NEET rates
- 19-24 employment rate
- Lead Professionals numbers
- Integrated service delivery
- Effective Information sharing
- Joint perf mgt arrangements

Priority actions
- Further strengthen accessible and evidence based parenting interventions.
- Embed intervention led approaches to support vulnerable families
- Improve our children & young people’s emotional wellbeing.
- Reconfigure interventions targeted at Domestic Violence victims and perpetrators
- Reconfigure obesity service.
- Review and improve smoking in pregnancy pathway.
- Develop & embed a model to reduce risky behaviours/poor lifestyle choices by young people.

Accountable Partnerships
- Early Help Partnership Board
- High Impact Families Board
- Youth Justice Board
- Joint Commissioning Group
- CAF WFD Board

Increasing the participation of children, young people and their families