For General Release

REPORT TO:	CABINET 23RD MARCH 2020
SUBJECT:	Children, Young People & Families Plan
LEAD OFFICER:	Robert Henderson, Executive Director of Children, Families and Education
CABINET MEMBER:	Councillor Alisa Flemming, Cabinet Member for Children and Young People
WARDS:	All

CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON

Children, Young People and Families are at the heart of all of the Council's corporate priorities. The recommendations contained in this report aim to deliver against multiple priorities in our Corporate Plan for Croydon 2018-2022, including but not limited to:

- Children and young people in Croydon are safe, healthy and happy, and aspire to be the best they can be;
- Every child and young person can access high quality education and youth facilities;
- Getting more young people involved in taking part in local democracy and in tackling the issues that matter most to them;
- Croydon becomes a more equal place;
- Happy, healthy and independent lives are lived by as many as possible, for as long as possible, and;
- Access to effective health services and care services when needed.

Ultimately this should help us to ensure the following outcomes:

1. *"Our children and young people thrive and reach their full potential"*;
2. *"People live long, health, happy and independent lives*", as our children and young people transition into adulthood.

FINANCIAL IMPACT

Whilst there are no direct financial implications arising from the Children, Young People and Families Plan, the plan details existing commitments, projects and actions, including those outlined in the Corporate Plan.

The purpose of the plan is to provide a joined up strategic partnership vision for children and young people across the borough, reiterating our commitment, and aligning our resources and strategic priorities. Across the Children and Families Partnership.

Any specific proposals with implications for the Council's revenue budgets, or requiring capital investment, will need to be reviewed and approved via the appropriate approval route ahead of implementation.

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below:

1.   RECOMMENDATIONS

The Cabinet is recommended to:

1.1.   Refer the adoption of the Children, Young People and Families Plan to Full Council with a recommendation for approval.

1.2.   Note the engagement and consultation that has been undertaken to develop this plan with children and young people, in addition to our partners, and organisations working with children and young people in Croydon.

2.   EXECUTIVE SUMMARY

2.1   The Council has undertaken a review of the priorities for children and young people across Croydon's Local Strategic Partnership including key stakeholder groups. This review has been carried out in collaboration with Croydon's Children and Families Partnership Board and in engagement and consultation with Croydon's children and young people. The purpose of the review was to map existing priorities and identify a shared set of outcomes, priorities and success measures across the partnership, behind which resources and activity can be aligned to improve outcomes for children, young people and families in Croydon.

2.2   This report reflects the outcome of our review and details a proposed Children, Young People and Families Plan to tackle some of our key challenges, and to provide accountability to our children and young people. Our ultimate ambition is to deliver outstanding outcomes for children and young people, and deliver on the things which they told us matter most to them; including safety, health and learning.

3.   DETAIL

3.1   Local Strategic Partnerships (LSP) are non-statutory public, private and voluntary and community sector partnerships. Croydon's LSP operates at a level which enables strategic decisions to be made, as well as enabling us to work collaboratively to tackle wicked societal issues in the local area. This can include tackling key issues for local people such as crime, jobs, education, health and housing which all require a range of local organisations working together towards better outcomes.

3.2   Croydon's Children and Families Partnership is responsible for mobilising partners (including the voluntary sector) to improve outcomes for children, young people and families in Croydon. Given the breadth of services for children and families, as well as growing demand and increasingly complex needs of our children and young people in the borough, it's crucial that we align our priorities for delivery and better align our resources.

3.3   Nationally, the three statutory safeguarding partners are the Local Authority, Chief Officers of Police, and Clinical Commissioning Groups. These organisations take ultimate responsibility for the safeguarding agenda for our children and young people. However it is the collective responsibility of all organisations working with children and young people, taking a multi-agency approach, to deliver positive outcomes and that the information sharing process is effective in achieving this – noting that there are existing data sharing procedures in place with children's services and with partners. Croydon Safeguarding Children Partnership (CSCP) is the statutory body that brings together local agencies that work to safeguard and promote the welfare of children and young people up to the age of 18 in the borough.

Early Help and Children's Social Care Improvement

3.4   Early Help and Children's Social Care Services in Croydon have been on a journey of improvement since 2017, supported by the wider council and key partner agencies (police, schools and health). Services were subject to a full re-inspection by Ofsted which began on 27th January and concluded on the 14th February 2020. The full Ofsted report and overall judgments on the quality of Croydon's Children's Services will be published on Ofsted's website on March 16th 2020. During the last monitoring visit in October 2019 inspectors noted that services for children were 'consistently improving' with progress being driven at a 'sustained and rapid pace.'

        (Please refer to agenda item 7 for further information on the outcome of the final Ofsted inspection.)
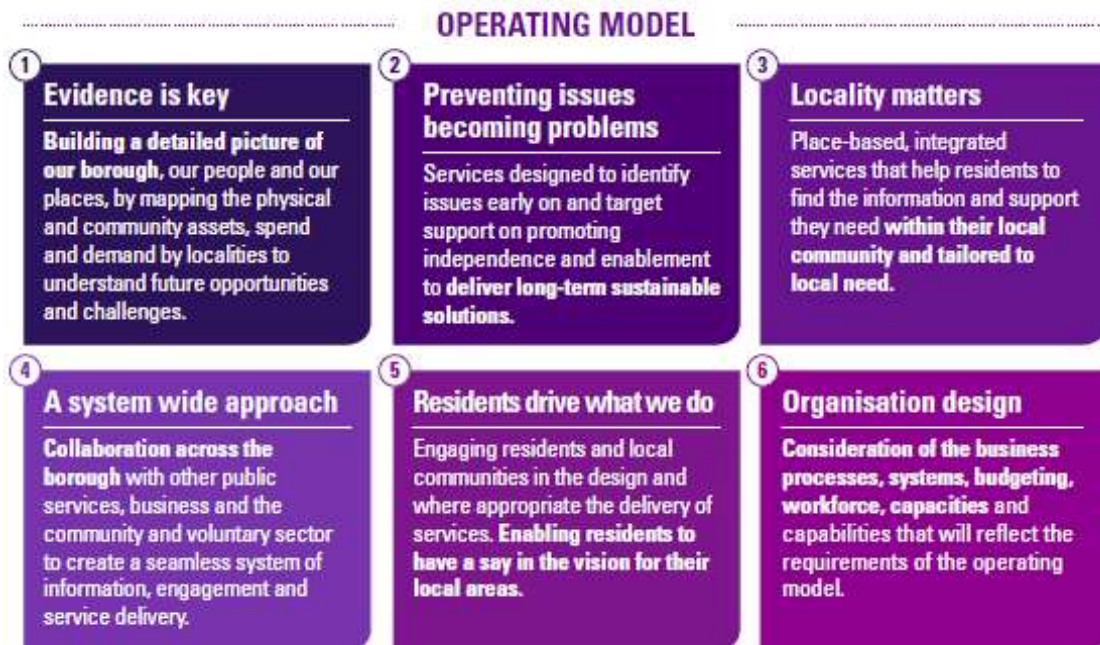
3.5   It is important that we capitalise on the momentum of the Children's Improvement Programme and continue to mobilise council and partnership support to improve outcomes for all children and young people in Croydon. To support improvement activity across the Children, Families and Education Directorate the Executive Director set out a clear departmental vision in spring 2019 (the 'destination') underpinned by 4 work streams (the 'how') and a set of principles (the 'values that guide us'). These are set out in the pictures below. Wherever possible, a similar approach will be taken to delivering on the priorities in the Children, Young People and Families plan to ensure that approaches to delivery are consistent across the partnership, so that children and families receive seamless support from professionals.

Children, families and education principles

| Putting children at the centre of all that we do | Building and sustaining trusting relationships | Doing things *with* children and their families not to them and enabling independence | Working with the whole family, the school and community | Making the journey of the child and family as simple as possible | Delivering services as early as possible |

Taking a 'localities approach'

3.6   As a borough, we're looking at how we deliver services closer to where residents need them. This about taking a 'localities approach' to deliver services differently, in each local area based on a diverse range of identified needs. This is an important consideration in how we will deliver on the priorities set out in our Children, Young People and Families Plan. A number of council services are already delivered in a locality model, including Early Help and we will build on what works here to join up with partners locally (e.g. through colocation) to provide wrap around support to families.

OPERATING MODEL

① Evidence is key

Building a detailed picture of our borough, our people and our places, by mapping the physical and community assets, spend and demand by localities to understand future opportunities and challenges.

② Preventing issues becoming problems

Services designed to identify issues early on and target support on promoting independence and enablement to **deliver long-term sustainable solutions.**

③ Locality matters

Place-based, integrated services that help residents to find the information and support they need **within their local community and tailored to local need.**

④ A system wide approach

Collaboration across the borough with other public services, business and the community and voluntary sector to create a seamless system of information, engagement and service delivery.

⑤ Residents drive what we do

Engaging residents and local communities in the design and where appropriate the delivery of services. **Enabling residents to have a say in the vision for their local areas.**

⑥ Organisation design

Consideration of the business processes, systems, budgeting, workforce, capacities and capabilities that will reflect the requirements of the operating model.

Importance of working in partnership

3.7   Given the current financial context, and the challenges that the public and voluntary sectors face nationally as well as locally, it's more important than ever to make sure that we're delivering improved outcomes for children, young people and families in the most efficient way possible; pooling resources and expertise wherever we can. We are experiencing continuous
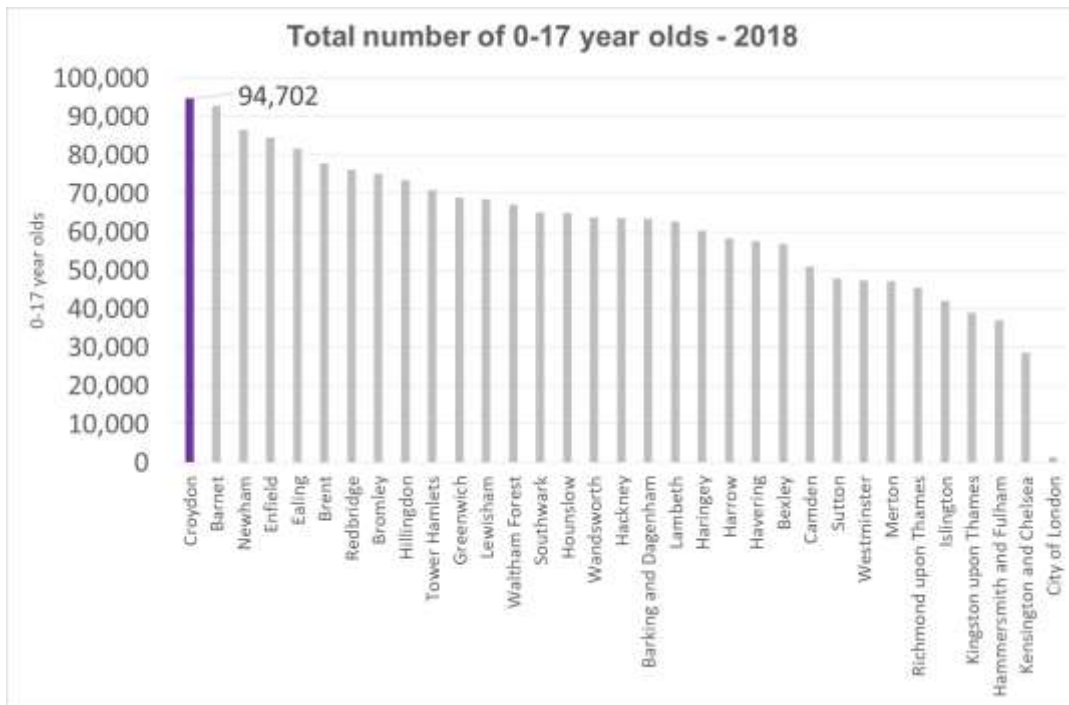
increase in demand for services in addition to population growth, and changing requirements. This means we need to be more preventative, and proactive in our approach.

3.8   Fragmented provision of services creates inefficiencies, potential duplication and risks disengagement by children and their families from services such as GPs, education and wider voluntary and community specialist support. It also creates a risk that we miss something, where information is not shared effectively. From the experience of a service user (e.g. a young person parent) it can also be a frustrating experience to have multiple professionals involved in their lives and tell their stories again and again to access help and support.

3.9   By aligning our delivery as a partnership, we are better positioned to share high level or anonymised intelligence to assist with the decision making process, as well as to better align current resources and invest future resources in a much more collaborative way. It's not about everyone doing everything, but about any professional intervening at the earliest opportunity (first point of contact) and where possible, a child or young person having a single point of contact ('tell us once' approach). This Children, Young People and Families Plan and the mapping work that has been undertaken to create it (across different partner plans) will help to support partnership working by articulating a clear set of outcomes and priorities that we will work towards together.
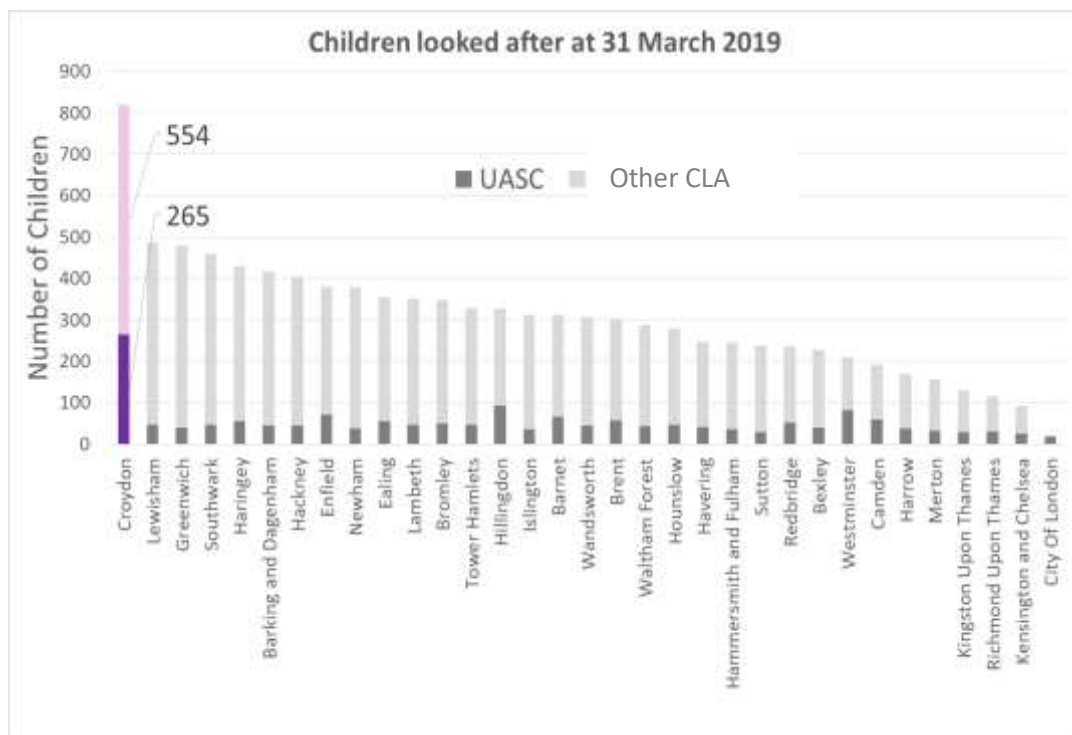
What does the evidence tell us?

3.10   We know that there are some serious challenges in Croydon, and nationally, that can only be tackled through using a targeted approach in partnership. Some of our key challenges are highlighted below:

3.11   Croydon has the largest population of 0-17 year olds in London:[1]
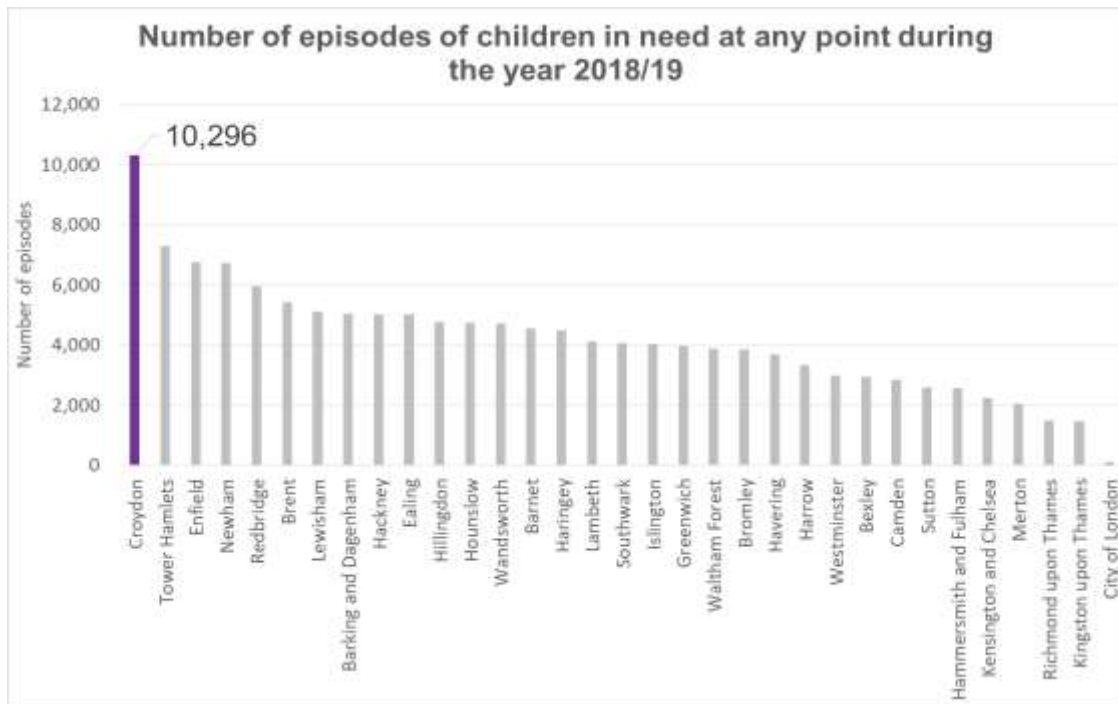
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[1]Link to data source: https://www.nomisweb.co.uk/

Total number of 0-17 year olds - 2018

3.12   Croydon has the highest number of Children looked After in London[2]:

Children looked after at 31 March 2019

[2] Link to data source: https://www.gov.uk/government/collections/statistics-looked-after-children

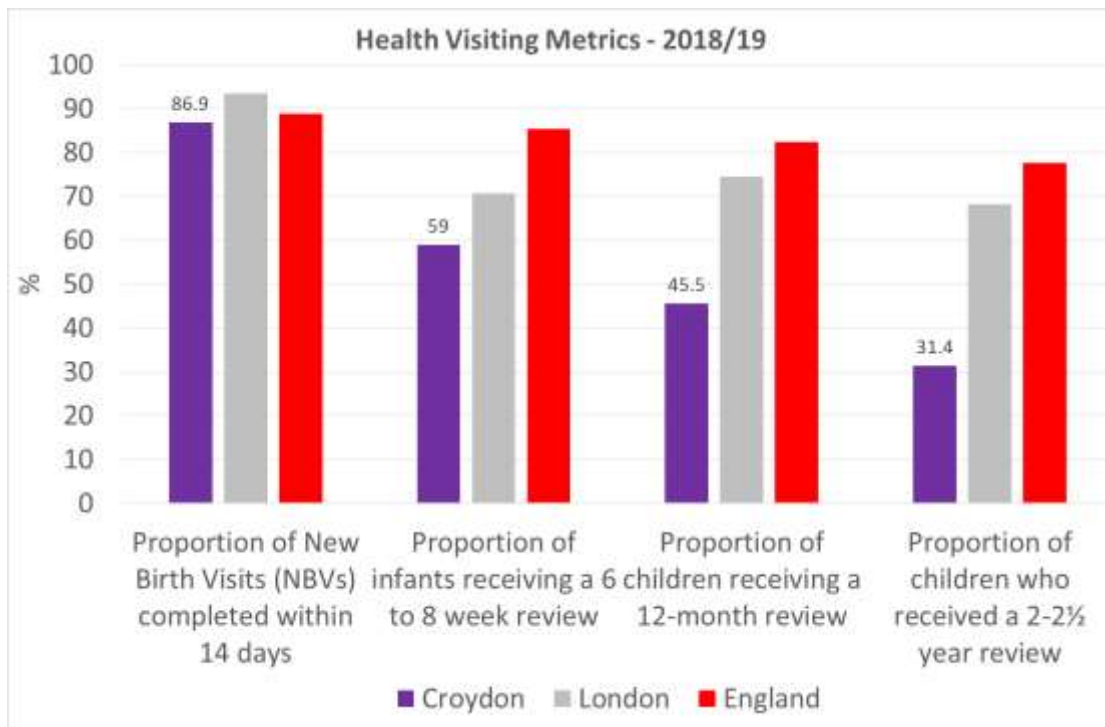3.13   Croydon had the highest number of episodes of children in need in London at any point during 2018/19[3]:

Number of episodes of children in need at any point during the year 2018/19

10,296

3.14   Croydon has the 5th highest rate (in London) of first time entrants into the youth justice system[4]:

Rates of juveniles receiving their first conviction, caution or youth caution per 100,000 10-17 year old population - 2018

393.8

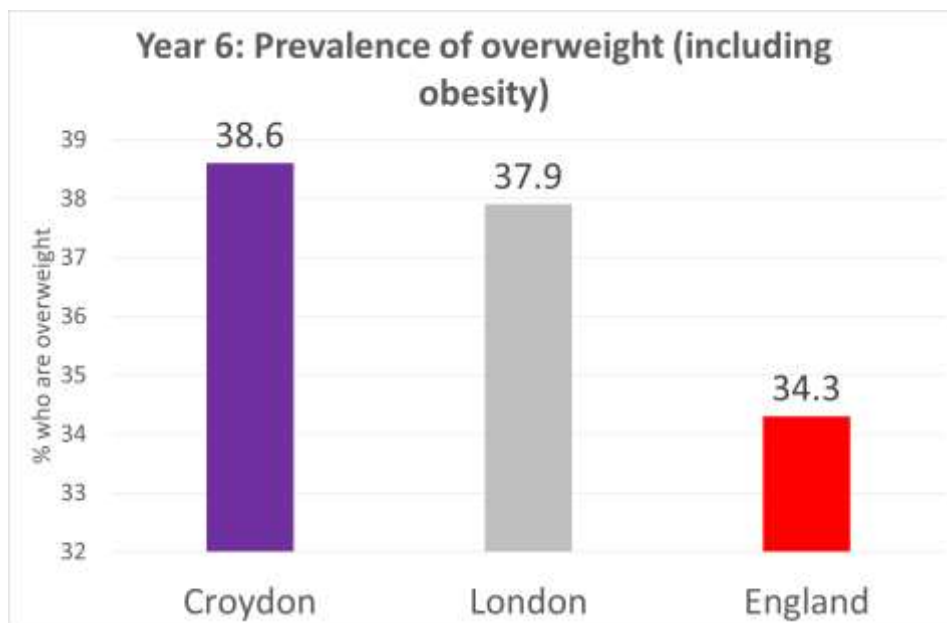[3] Link to data source: https://www.gov.uk/government/collections/statistics-children-in-need
[4] Link to data source: https://www.gov.uk/government/statistics/criminal-justice-system-statistics-quarterly-december-2018

3.15   31.4% of children in Croydon received a 2-2½ year review by a health visitor. This is the lowest rate in London[5].

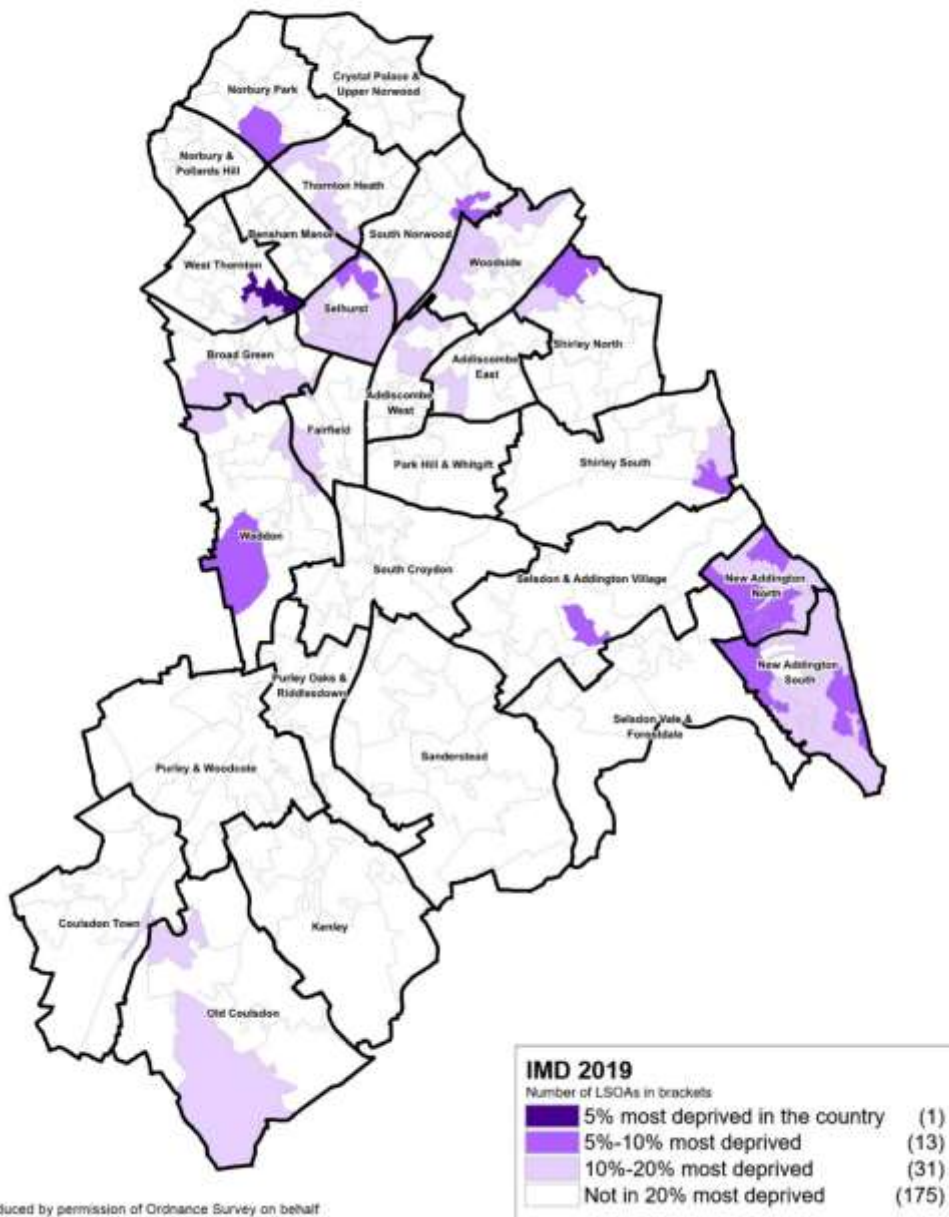3.16   38.6% of year 6 children in Croydon are overweight. This is the 13th highest rate in London[6]:

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[5] Link to data source: https://www.gov.uk/government/collections/child-and-maternal-health-statistics#health-visitor-service-delivery-metrics

[6]Link to data source: https://digital.nhs.uk/services/national-child-measurement-programme/

3.17 The map below shows income deprivation among children in Croydon.

- Croydon is the **14th** (out of 33) most deprived London Borough (Income affecting children) (17th in IMD 2015)
- **485** (0.5%) 0-17 year olds in Croydon live amongst the 5% most deprived area in the country. This LSOA is **the most deprived in London** and 75th out of 32,844 in the country.
- **23,335** (24.6%) 0-17 year olds in Croydon live amongst the 20% most deprived area in the country

Indices of Deprivation 2019
Income deprivation among children index (IDACI)
Croydon Lower Super Output Areas (LSOAs)

IMD 2019
Number of LSOAs in brackets

	5% most deprived in the country	(1)
	5%-10% most deprived	(13)
	10%-20% most deprived	(31)
	Not in 20% most deprived	(175)

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4. DEVELOPMENT PROCESS

4.1 Prior to the development of this draft plan, and throughout engagement, research has been undertaken to identify best practice. The following local authorities' plans and strategies were reviewed and considered in this process:

- South Gloucestershire Council
- Royal Borough of Kensington & Chelsea, City of Westminster Council
- Lambeth Council
- Leeds City Council
- Manchester City Council
- Richmond Council
- City of London
- Barnet Council
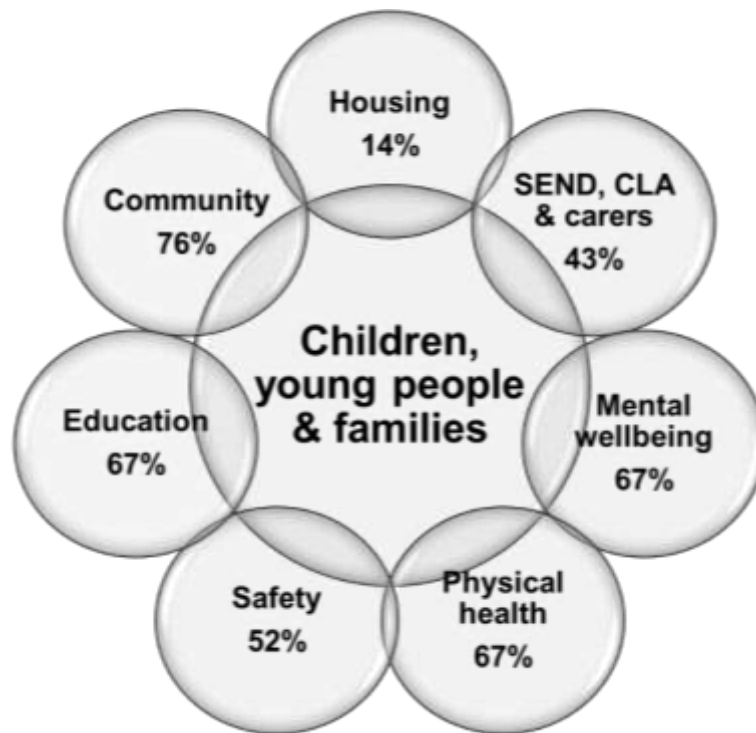- Liverpool Council
- Bradford Council

Mapping existing strategic priorities

4.2 In order to identify synergies and opportunity for join up, we began by reaching out to partners and key organisations involved with children and young people across the borough.

4.3 Initially we asked for a survey to be completed - we asked partner organisations to provide us with detail of their vision, priorities, and intended outcomes for children and young people in Croydon. An online survey was circulated to internal agencies and external partners to begin the mapping process:

- *Please outline your organisation's vision statement for children, young people and families;*
- *Please outline the outcomes that your organisation hopes to achieve for children, young people and families;*
- *Please outline the priorities that you plan to deliver for children, young people and families;*
- *Please detail the actions that you take to deliver against your priorities for children, young people and families;*
- *Detail the success measures that you have in place to know that you've been successful.*

4.4 This information helped us to create a really clear map of themes to discuss with children and young people. 21 individuals from 14 organisations responded to the survey; we were then able to condense the information received into the following seven broader themes:

The circles show: Housing 14%, SEND, CLA & carers 43%, Community 76%, Children, young people & families, Mental wellbeing 67%, Education 67%, Safety 52%, Physical health 67%.

7

4.5   In addition to the responses received, we were also able to identify key priorities from existing strategies and plans, including our Children's Plan for Improvement, Croydon's Early Help Delivery Plan (previously strategy), Croydon's Health and Wellbeing Strategy, Health and Care Plan, Youth Congress Report and Croydon's SEND Strategy.

Engagement with Croydon's Children and Young People

4.6   By following this process, it provided the foundations to test whether we're focussed on the right areas with our children and young people. We were particularly interested in understanding how our children and young people felt about the things that we're focussed on – we wanted to understand how important they felt our priorities are, and vitally – whether we're missing anything. This part of the process was about understanding whether the priorities we're working towards in Croydon are in line with the expectations and needs of our children and young people.

4.7   To ensure that the plan being created has meaningful impact, an engagement plan was created to carry out sessions across education provisions within the borough. All schools and Pupil Referral Units were contacted and offered the opportunity to participate.

4.8   In total 20 sessions across 16 educational provisions in the borough were carried out, with an average of 5-15 students in each session. In total, we were able to engage with around 200 children and young people over a three week period.
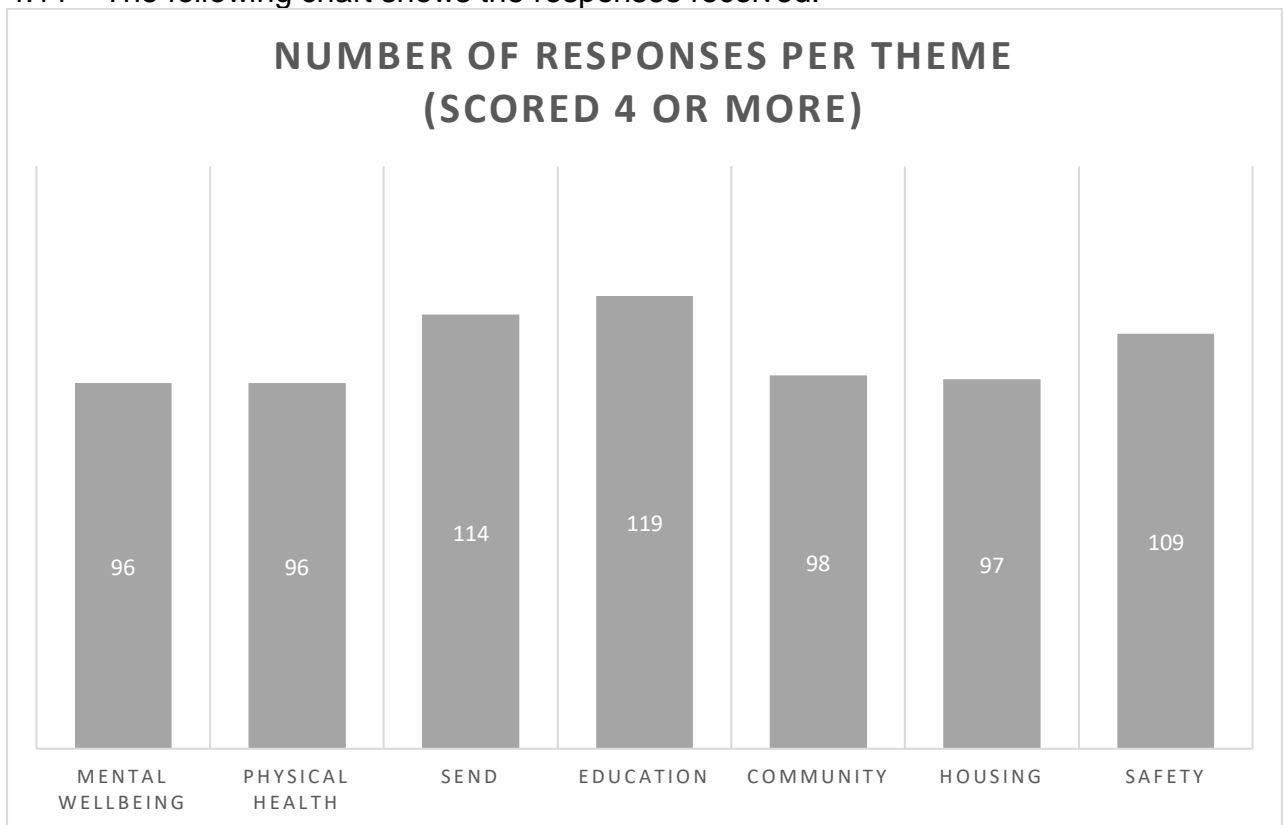
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[7] The figure represents the percentage of the 21 organisations that responded, with this area as a key priority.

4.9   To make sure that the engagement had broad audience capture, engagement was carried out at a range of different schools and provision, with different focus groups, including:

- Early years drop-in centres
- Primary schools
- Co-ed secondary schools
- Single-sex secondary schools
- Pupil referral units
- Special educational needs schools (primary and secondary)
- Colleges
- Voluntary sector organisations

4.10   The aforementioned seven themes identified in the priority mapping process were tested with children and young people in an age appropriate manner. All participants were asked to rate each of the seven themes by importance on a scale of one to five; a score of one indicated that the theme was not important and a score of five indicated that the theme was extremely important.

4.11   The following chart shows the responses received:

NUMBER OF RESPONSES PER THEME (SCORED 4 OR MORE)

Theme	Responses
MENTAL WELLBEING	96
PHYSICAL HEALTH	96
SEND	114
EDUCATION	119
COMMUNITY	98
HOUSING	97
SAFETY	109

4.12   The data was interpreted as confirming the importance of the seven broad themes.

4.13   In many cases, the feedback received from children and young people for each theme was similar across the different educational provisions. Within each theme, certain issues arose repeatedly. A broad summary is captured below:

Mental Health:
Amongst certain groups the lack of mental health provision in schools was raised as a key challenge. In contrast, some groups felt that mental wellbeing was the responsibility of the individual and demonstrated a reluctance to rely on Council or partner services. In some sessions, there was a notable difference in attitude towards mental health problems between male and female participants. Some participants stated that anti-depressants were prescribed too readily to young people.

Physical Health:
The majority of children and young people claimed that an individual's physical health was their own responsibility and few participants believed that their physical health was the responsibility of the council or other partner organisations. Many groups identified a link between physical health and mental health, yet there was disagreement regarding whether one was more important than the other. Chicken shops were identified as a specific problem by young people and some individuals stated that more should be done to ensure healthy food is as cheap as fast food. Some reference was made to the provision of child-friendly, low-cost gyms.

Special Educational Needs & Disabilities (SEND):
It was felt by many children and young people that SEND provision in mainstream schools was not good enough. Those in special educational needs schools stated that they had experienced bullying in mainstream schools and had felt particularly unsupported, as though mainstreams schools were ill-equipped to handle children and young people with SEND. Other young people explained that learning disabilities such as dyslexia and dyspraxia were not spotted early enough, and more could be done to educate all children and parents on these types of needs.

Education:
Several references were made to unsatisfactory teaching in schools, and some young people cited this as the cause of their bad behaviour. Particularly, several participants mentioned that the 'standard' teaching style was not suited for those with additional needs or behavioural issues. Several participants, particularly those in primary schools, stated that there was not enough discipline in schools and other pupils' bad behaviour disrupted lessons which then impacted on their ability to learn.

Contrastingly, in sessions with older children, reference was made to pupils being disciplined for trivial reasons, such as small uniform violations. Increasing diversity in the curriculum was referenced across multiple sessions (for example, a greater focus on black history), and many groups stated that they would like to increase the vocational training provision in schools, and remove the reliance on Pupil Referral Units.

Community:
All groups questioned what was meant by the term 'community'. Some children identified their families, teachers and schools as their communities, whilst many older children claimed that their community was their 'inner circle'

of friends or family. Several children and young people were initially reluctant to consider the impact their wider environment has on them. Reference was made to the importance of knowing your neighbours, and the relationship between community and safety. Older participants referenced a lack of community centres and activities for young people. Once each group had agreed upon their definition of community, most groups agreed that not having a community would be detrimental, and some groups suggested that the community could do more to help with things like mental health and safety.

Safety:
The majority of participants referenced knife crime and youth violence, even in primary schools. Younger children stated that adult supervision and the presence of teachers made them feel safe. Several young people stated that they were responsible for their own safety; some groups stated that they felt safe in Croydon, and the borough is safer than some people believe. The majority of young people stated that the police did not make them feel safe, and they do not trust them. Some individuals claimed that this was because they believed the police were homophobic, or transphobic. Others stated that this was because the police were racist, and recalled negative interactions with police officers. When asked how they would do things differently, most groups struggled to provide a response.

Housing:
References to Croydon's homeless population and the number of new homes being built in the borough were made during several sessions. Some children and young people stated that the government was not doing enough to end homelessness. References to housing instability and the disruption this causes children and young people were made in a number of sessions. Older participants stated that they wanted to move out of their family homes but expressed concern that property prices and rent were too high. Others mentioned that they don't know enough about the process for buying or renting a property, and express an interest in learning more about the process in advance of leaving full time education.

4.14 During the sessions, the children and young people were given an opportunity to raise any issues they felt were missing from our priorities and had not been discussed. These included:
  • Brexit
  • Sustainability and climate change
  • Diversity in the curriculum
  • Better addressing bullying in schools
  • Enabling young people to influence decisions
  • More opportunities for all children and young people

Having received this feedback, where possible and appropriate these issues have subsequently been addressed in the draft Plan.

4.15 Following engagement, we drafted the following outcomes and supporting priorities to form the basis of the plan:

OUTCOMES: All children and young people in Croydon:
1   Are supported to do well & access learning
2   Feel safe in their homes, schools & communities
3   Have good mental and physical health

PRIORITIES:
1   Narrow the **attainment** gap for children & young people
2   Support children & young people into adulthood and work
3   Build relationships with families to ensure a safe, happy & caring home
4   Help young people feel safer by addressing the causes and impact of exploitation and youth violence
5   Reduce the impact of negative childhood experiences and trauma
6   Make improvements to emotional wellbeing and mental health services

4.16   These outcomes and priorities have been included in the attached plan (see appendix 1).

4.17   In addition to asking the participants how they felt about each of the topic areas, they were also asked about the look and feel (design) of plans and strategies developed by other local authorities, and were asked what they would like to see Croydon's plan look like when produced.

4.18   Particular likes included:
- Plans that were short and succinct (1-3 pages)
- Realistic images that were relatable or cartoon images that are non-specific
- Easy to understand
- Colourful
- Short sentences

4.19   Particular dislikes included:
- Pictures of senior officials
- Lengthy documents
- Plans with no pictures
- Plans with no colours
- Too much text on one page

4.20   As a result, we asked a small group of our care leavers to co-design the final plan with us, based on the feedback received from the broader group of children and young people. They helped us to design the final version (attached at appendix one).

5.   CONSULTATION

5.1   Following a four week engagement period, a six week consultation was launched and ran from 22nd January – 4th March. The consultation looked at the whole draft plan, however primarily focused on the outcomes and priorities listed above.

5.2 Upon completion of the consultation period, a full analysis of findings was carried out to identify whether respondents feel that we have developed the right outcomes and priorities for Croydon. In addition, we asked participants to highlight if they feel we have missed anything, and if the language use feels right or whether it needs to be simplified to meet the understanding of a broad audience range.

5.3 The consultation was open to all residents, professionals, partners, children and young people. Targeted messages were circulated to schools, partners, and professionals working in the borough, as well as an internal communications campaign run to encourage staff in the Council to respond and circulate to their wider networks.

5.4 During the consultation period, a total of 128 people responded to the online survey via the council's "get involved" website.

5.5 Participants were provided with a draft copy of the plan, and were asked to comment specifically on the priorities and the outcomes that were being proposed.

5.6 Initially participants were asked to consider the proposed high level outcomes as follows:

"We are proposing the following three outcomes to form the basis of our plan: All children and young people:-
    1. Are supported to do well and access learning
    2. Feel safe in their homes, schools and communities
    3. Have good mental and physical health
Do you agree or disagree that these are the outcomes that our Children, Young People and Families Plan should focus on?"

5.7 118 responses were received, broken down as follows:

Response	Number of Respondents	Percentage of Respondents
Strongly agree	62	52.54%
Agree	43	36.44%
Neither agree nor disagree	7	5.93%
Disagree	2	1.69%
Strongly disagree	3	2.54%
Don't know	1	0.85%

Broadly this shows that the majority of respondents (88.98%) strongly agreed or agree that they feel the proposed outcomes should be the focus of the Children, Young People and Families Plan.

5.8 Next, participants were asked to think about each priority, and advise whether they felt each priority was either:
- Very important

- Fairly important
- Neither important nor unimportant
- Fairly unimportant, or
- Very unimportant

5.9 Participants were then provided with an opportunity to explain their response using a free text box. Subsequently, for each priority, participants were ask to state on a scale of 1 to 10 (1 being not well at all, and 10 being extremely well) how well they feel we are currently doing to meet the listed challenge, and again provided with a free text box to provide commentary for their response.

5.10 A full analysis of the consultation to understand all comments is currently being prepared, and will be made available on the council's get involved website. High level findings will be shared as appropriate across the council and with partners, and in line with our privacy notice, with services to help shape strategic direction.

5.11 However, the consultation did confirm that the priorities that have been selected are either very important or fairly important although recognising that it's generally not felt we're currently doing enough as a partnership to meet these challenges. Below is an outline of the quantitative analysis of the consultation, including the response rates to each question.

5.12

Priority 1: Narrow the attainment gap for children and young people		
This single response question was answered by 96 respondents.		
Response	Number of Respondents	Percentage of Respondents
Very important	63	65.63%
Fairly important	27	28.13%
Neither important nor unimportant	3	3.13%
Fairly unimportant	1	1.04%
Very unimportant	2	2.08%
Don't know		
Priority 1: Are we doing enough to meet this challenge (please rate on a scale of 1 to 10, where 1 is 'no, not at all' and 10 is 'yes, absolutely')		
This single response question was answered by 106 respondents.		
Response	Number of Respondents	Percentage of Respondents
1	28	26.42%
2	4	3.77%
3	9	8.49%
4	7	6.60%
5	25	23.58%
6	11	10.38%
7	15	14.15%

8	5	4.72%
9	1	0.94%
10	1	0.94%

5.13

Priority 2: Support children and young people into adulthood and work		
This single response question was answered by 88 respondents.		
Response	Number of Respondents	Percentage of Respondents
Very important	76	86.36%
Fairly important	8	9.09%
Neither important nor unimportant		
Fairly unimportant	2	2.27%
Very unimportant	2	2.27%
Don't know		
Are we doing enough to meet this challenge (please rate on a scale of 1 to 10, where 1 is 'no, not at all' and 10 is 'yes, absolutely')		
This single response question was answered by 97 respondents.		
Response	Number of Respondents	Percentage of Respondents
1	23	23.71%
2	8	8.25%
3	4	4.12%
4	15	15.46%
5	21	21.65%
6	5	5.15%
7	11	11.34%
8	5	5.15%
9	2	2.06%
10	3	3.09%

5.14

Priority 3: Build relationships with families to ensure a safe, happy and caring home.		
This single response question was answered by 85 respondents.		
Response	Number of Respondents	Percentage of Respondents
Very important	75	88.24%
Fairly important	8	9.41%

Neither important nor unimportant	1	1.18%
Fairly unimportant		
Very unimportant	1	1.18%
Don't know		
Are we doing enough to meet this challenge (please rate on a scale of 1 to 10, where 1 is 'no, not at all' and 10 is 'yes, absolutely')		
This single response question was answered by 90 respondents.		
Response	Number of Respondents	Percentage of Respondents
1	21	23.33%
2	7	7.78%
3	5	5.56%
4	11	12.22%
5	18	20%
6	12	13.33%
7	6	6.67%
8	7	7.78%
9	1	1.11%
10	2	2.22%

5.15

Priority 4: Help young people feel safer by addressing the causes and impact of exploitation and youth violence.		
This single response question was answered by 77 respondents.		
Response	Number of Respondents	Percentage of Respondents
Very important	70	90.91%
Fairly important	5	6.49%
Neither important nor unimportant		
Fairly unimportant		
Very unimportant	2	2.60%
Don't know		
Are we doing enough to meet this challenge (please rate on a scale of 1 to 10, where 1 is 'no, not at all' and 10 is 'yes, absolutely')		
This single response question was answered by 81 respondents.		
Response	Number of Respondents	Percentage of Respondents
1	17	20.99%
2	10	12.35%
3	7	8.64%
4	6	7.41%
5	14	17.28%
6	12	14.81%

7	10	12.35%
8	3	3.70%
9		
10	2	2.47%

5.16

Priority 5: Reduce the impact of negative childhood experiences and trauma.		
This single response question was answered by 75 respondents.		
Response	Number of Respondents	Percentage of Respondents
Very important	65	86.67%
Fairly important	8	10.67%
Neither important nor unimportant	2	2.67%
Fairly unimportant		
Very unimportant		
Don't know		
Are we doing enough to meet this challenge (please rate on a scale of 1 to 10, where 1 is 'no, not at all' and 10 is 'yes, absolutely')		
This single response question was answered by 80 respondents.		
Response	Number of Respondents	Percentage of Respondents
1	21	26.25%
2	7	8.75%
3	10	12.50%
4	4	5%
5	15	18.75%
6	5	6.25%
7	10	12.50%
8	5	6.25%
9	1	1.25%
10	2	2.50%

5.17

Priority 6: Make improvements to emotional wellbeing and mental health services.		
This single response question was answered by 75 respondents.		
Response	Number of Respondents	Percentage of Respondents
Very important	65	86.67%
Fairly important	7	9.33%
Neither important nor unimportant		
Fairly unimportant	2	2.67%

Very unimportant	1	1.33%
Don't know		

Are we doing enough to meet this challenge (please rate on a scale of 1 to 10, where 1 is 'no, not at all' and 10 is 'yes, absolutely')

This single response question was answered by 79 respondents.

Response	Number of Respondents	Percentage of Respondents
1	21	26.58%
2	9	11.39%
3	10	12.66%
4	5	6.33%
5	13	16.46%
6	9	11.39%
7	8	10.13%
8	2	2.53%
9	1	1.27%
10	1	1.27%

5.18   As a result of the consultation findings and feedback from young people, the outcomes and priorities have subsequently been adapted to reflect their voices. Most noticeably young people requested that the language was simplified, and that the amount of text on the page was reduced. In order to respond to this feedback, we removed the "how we will get there section", removed any acronyms, and tried to simplify language wherever possible but without losing the meaning of the plan.

5.19   Further feedback from the consultation included reference to the following:
- Ensuring that we maximise equal opportunities, and ensure that we do our best to make sure that learning and employment opportunities are equitable. Specifically it is about recognising that one size does not fit all and understanding the difference in learning styles, for example and that the available opportunities will differ from person to person, and group to group.
- Some specific groups were referenced as requiring extra support (for example Children Looked After, care leavers, those with Special Educational Needs and Disabilities) which can and will be recognised in underpinning action plans, however given that the plan is on one page it would be unrealistic to attempt to mention all specificities relating to each priority. This feedback has been fed into the service for consideration in service delivery.
- Particular reference has been made towards groups experiencing poverty and taking a whole family approach, including support for parents. This is about recognising that a child or young person's experience is impacted in the home, school and community and has therefore been reflected in **priority 1** below.
- Prominence given to the lack of support into adulthood for all groups, with particular attention paid to our more vulnerable groups. Reference paid to

providing employment support and coaching for young people in this transition phase which emphasises the need for more of a focus to be given to our transitions. This is included within the context of the new **priority 6: "Building skills for adulthood and work opportunities".**

- Within the priority to build relationships with families, it was identified that it's key to make sure that Children Looked After are included. Most comments recognise the importance of family, whilst also recognising that what family looks like for each individual is different, and recognising that the stage at which a family may need help or support may differ. Priority 1 to build relationships with families includes **all types** of families.
- Respondents appear to have a good understanding of safety issues affecting the borough, and particularly raised issues around bullying, links to mental ill health and suicide, and the impact of not feeling safe on a child or young person's ability to access green space and not become socially isolated in their reliance on mobile technology.
- Respondents particularly focussed on the need for education amongst children and young people about exploitation and bullying – particularly what they mean and how they may impact on an individual. In addition, the need for early intervention and prevention of issues becoming real challenges was highlighted as being important. This has be addressed in the underpinning behaviours that will make sure the plan is delivered: *"how we will get there".*

5.20 Participants in the consultation were asked to reflect on the language use in the plan. The purpose of this question was to understand whether the use of language was too professional, and whether it could be understood by children and young people. Feedback on the use of language included:

COMMENT	RESPONSE
• The language needs to be accessible to children, young people and professionals • "Not for a young person" • Don't use medicalised language • "Yes it's clear – it could be more child friendly"	As a result, we have simplified the language as far as possible.
There is too much information on the page for a child or young person to understand or pay attention to	We have removed the "how we will get there" sections and have included a very simplified version.
"Narrowing the attainment gap" is used by educationalists but it not helpful for the proposed audience	We have re-phrased this as: "Making sure that everybody has opportunities in education and learning"
Language needs to be more aspirational	On balance, the majority of comments on language noted that it needed to be simplified and therefore making the language more aspirational would be a challenge to balance with this. As a result we have

	chosen to simplify the language for the benefit of children and young people.
Other responses included: "They are succinct and clear" "This is nice and clear without jargon – keep it up"	

5.21 Other comments included reference to including more detail which has been noted, however given that this is a one page plan the detail will sit in the action plans that underpin it, and all detailed comments have been sent to service leads within the Council to be shared with partners.

5.22 In addition more of a focus on life skills, budgeting, apprenticeships and alternative education options which is now encompassed within new priority 5 and new priority 6: making sure that everybody has opportunities in education and learning, and building skills for adulthood and work opportunities. Similarities were identified between priority 5 and 6, and several suggestions were made to merge the two priorities together, with a need to create a priority that speaks specifically to physical health. Therefore the priorities have been altered to reflect this. The draft language of priority 5 to "reduce negative childhood experiences and trauma" was felt to be too complex, and not understandable for some children and young people. Therefore this is encompassed in the new priority 3 to "invest in emotional wellbeing and mental health" which incorporates responding to the reasons for mental ill health, including trauma and adverse childhood experiences (ACEs).

OUTCOMES:
1. *"I feel safe in my home, school and community."*
2. *"I am supported to feel happier and healthier."*
3. *"I am supported to do well, and access learning and work opportunities."*

PRIORITIES:
1. Building relationships with families to support safe, happy and caring homes
2. Supporting young people to keep themselves safe (e.g. from being exploited or bullied)
3. Investing in emotional wellbeing and mental health
4. Promoting physical health and more active lifestyles
5. Making sure that everybody has opportunities in education and learning
6. Building skills for adulthood and work

6. PRE-DECISION SCRUTINY

6.1 In January, Children and Young People's Scrutiny Sub-Committee were provided with an opportunity to scrutinise the process used to develop the plan and feedback received from children and young people, and partners. Overall comments from the committee were positive and members of the committee responded well to the idea of a plan being developed with the voice of the child at the heart.

6.2   Following the meeting, the committee received the link to the consultation for the plan, and were invited to provide detailed feedback on the individual outcomes and priorities.

7   FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

7.1   There are no direct financial implications for this plan.

7.2   **The effect of the decision**
        This plan does outline the opportunity for our partnership to be delivering better outcomes in collaboration, and seeks the opportunity to ensure efficiency of service delivery. By having this plan agreed across our partnership, it will enable the partnership to better jointly prioritise funding across the partnership for the benefit of delivering the plan, and of our children and young people.

7.3   Investment across the Children and Families Partnership may be required to deliver the outcomes outlined in the plan, where actions or projects required are not already funded via existing resources or budgets. Investment in prevention and early intervention activity to improve outcomes may generate future savings or result in cost avoidance across the partnership.

7.4   Any actions or projects required within the action plans that are formed, are expected to be delivered within the existing resources of the Children and Families Partnership, and the Children, Families and Education Department.

7.5   **Risks**
        The risk of not adopting the Children, Young People and Families Plan could mean that the Council and its partners fail to meet the needs of our children and young people which could have a direct impact on their life prospects and opportunities to achieve positive outcomes.

7.6   **Options**
        Outlined below in section 12.

7.7   **Future savings/ efficiencies**
        This will have a positive impact on the Council's budget by:
        • Taking a preventative approach to reduce demand on service need where escalated levels of support are required.
        • Taking a partnership/ whole-systems approach which should remove duplication and encourage a collaborative approach to service delivery and meeting the needs of residents.

        Approved by Kate Bingham, (Interim) Head of Finance – Children, Families and Education

8.   LEGAL CONSIDERATIONS

8.1   The Head of Litigation and Corporate Law comments on behalf of the Director of Law and governance that the adoption and approval of the Children's and Young People's Plan is part of the Council's Policy Framework which full Council has reserved to itself to consider.

8.2   Whilst there are no direct legal implications arising from the recommendations in the report, as various projects and proposals are brought forward to support the delivery of priorities, specific legal advice will be required as to the implications.

Approved by Sandra Herbert, Head of Litigation and Corporate Law on behalf of the Director of Law and Governance & Deputy Monitoring Officer

9.   HUMAN RESOURCES IMPACT

9.1   There are no direct human resources implications expected as a result of the development and implementation of this plan. The priorities and actions created to support its implementation are either already planned for, or will be supported through to delivery through creating a skilled and motivated workforce, aligned to Croydon's Workforce Strategy, and Croydon's **Interim** Children's Workforce Strategy.

Approved by Sue Moorman, Director of Human Resources

10.   EQUALITIES IMPACT

10.1   In January 2018 there were 56,570 children of school age living in Croydon. That number rose to 57,032, in January 2019. Of those children and young people 49.8% were female and 50.2% were male. We also know that 3.6% of Croydon students have an Education Health and Care Plan, and 11.4% require SEND support. 117 children on roll in Croydon schools identify as Gypsy/Roma or travellers of Irish heritage, and 33,852 identify as BAME or Non-White. Of those who identify as BAME 5,711 are Black Caribbean and a further 2,751 identify as White and Black Caribbean.

10.2   According to the 2018 Croydon Public Health report, "some areas in Croydon are amongst the 10% most deprived in the country. We know that in 2015, almost a fifth (18.7%) of Croydon children were living in poverty". That child poverty rate varies significantly across the borough by localities, with "almost four times as many children living in poverty in Fieldway (30%) than Sanderstead (8%)".

10.3   The development of this plan supports our ambition for "our children and young people to thrive and reach their full potential" – that every child is safe, happy and healthy, can access high quality education and youth facilities, and

is able to take part in local democracy to ensure that the council tackles issues that matter most to children and young people.

10.4 The plan also seeks a long term resolution to some of the challenges Croydon faces in regards to children and young people. We anticipate that the plan will address identified and/or emerging issues in relation to equality of opportunities whilst creating opportunities that allow all children and young people to realise their personal potential.

10.5 Based on the engagement sessions carried out at a variety of educational provisions in the borough, we were able to engage with children and young people under a variety of protected characteristics. This information was not collected, however based on our observations and conversations we are confident that the following protected characteristics as defined within the Equality Act 2010 were engaged with: disability, age, ethnicity, gender and sexual orientation.

10.6 We are unable to confirm whether or not any of the children and young people engaged with fell under the following protected groups: religion or belief, gender reassignment, marriage or civil partnership, and pregnancy or maternity.

10.7 We anticipate no negative impact on groups that share protected characteristics will be created by developing and implementing this plan. Our ambition is to ensure that all children and young people have equal access to opportunity, and therefore extra support will need to be provided to ensure that all priorities are equitable, and that all children and young people have a fair opportunity to achieve positive outcomes.

Approved by Yvonne Okiyo, Equalities Manager

11. ENVIRONMENTAL IMPACT

11.1 There are no specific environmental impacts arising from the contents of this report.

11.2 However given that the plan is looking at developing positive outcomes for our children and young people, the priorities that we set elsewhere in our strategies and plans, in terms of environment and sustainability, will need to speak to the priorities in this plan. Specifically with health as a key priority, poor air quality for example would have an impact on this.

12. CRIME AND DISORDER REDUCTION IMPACT

12.1 One of the key priorities proposed within the plan is to help young people feel safer by addressing the causes and impact of exploitation and youth violence, and further the outcome that we are seeking to achieve is to ensure that children and young people feel safe in their homes, schools and communities.

12.2 The action plans that underpin this plan have been developed in partnership with the Police, and with the goals of the Violence Reduction Network in mind. Further we will ensure that this plan speaks to the Croydon Safer Communities Strategy when it is refreshed later in the year.

12.3 The priorities of the Violence Reduction Network, which seeks to take a public health approach to tackling violence, are aligned with the priorities within this plan. Our ambition is that working with young people are an early enough stage, we will prevent future crime and disorder, and make it safer for all children and young people to live in Croydon (Section 6 of the Crime and Disorder Act 1998).

13. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

13.1 The proposed recommendations are as follows:

- Recommend to Full Council the adoption of the Children, Young People and Families Plan: the plan sits under the Council's policy framework, within the constitution and therefore is required to be recommended to Full Council.
- The priorities and outcomes proposed have been developed in consultation with children, young people, staff, partners and key professionals. The plan puts our children and young people at the heart of our priorities, and they will also contribute towards delivery of our priorities within the Corporate Plan.

14. OPTIONS CONSIDERED AND REJECTED

14.1 Not to adopt a strategy or Children and Young People's Plan.

14.2 In choosing not to adopt a partnership plan, it could mean that the Council and partners are not aligned in delivering services for our children and young people. This could lead to the delivery of multiple programmes of work, duplicating delivery. This does not conform to our whole-systems approach.

15. DATA PROTECTION IMPLICATIONS

15.1 **WILL THE SUBJECT OF THE REPORT INVOLVE THE PROCESSING OF 'PERSONAL DATA'?**

No personal data has been requested or access during the process of developing this plan.

However, there is a small possibility that as a result of the questions in the consultation using free text boxes, the individuals participating in the consultation may utilise free text boxes to include personal data, or data that may be combined with other information to conclude personal data. This risk

will be mitigated, see section 15.2.

The engagement process is concluded to not involve the processing of personal data, no individual can be identified by the high level analysis of the findings from the engagement sessions.

There are existing data sharing procedures in place with children's services and with partners. There are no amendments or additional data sharing implications arising from this report or this plan.

15.2 HAS A DATA PROTECTION IMPACT ASSESSMENT (DPIA) BEEN COMPLETED?

As a result of the information above, a DPIA has been completed and a privacy notice has been included on the get involved platform for information relating to the data process. Further, to mitigate any potential risk of capturing personal data, the Policy Team will ensure that the raw data is firstly process to remove any potential personal data implications, and will remove any indication of personal data. The new data set will then become the "workable" data set, and the original data set will be permanently deleted, meaning that no personal data will remain and can then be shared.

High level findings from the workable data set will be shared in order to make decisions about how best to plan/ prioritise for the outcomes and priorities highlighted in this plan.

The Director of Policy & Partnerships comments that the information captured during the engagement process is not personal data, and no individual can be identified through any of the information used.

Approved by Gavin Handford, Director or Policy & Partnerships

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CONTACT OFFICER: Rachel Farrar, Senior Policy Manager –
                              Policy & Partnerships
                              Tel: 0208 726 6000 ext. 63242

APPENDICES TO THIS REPORT: Appendix 1: DRAFT Children, Young
                                People and Families Plan

BACKGROUND PAPERS: None