# CONTENTS

Foreward.................................................................................................................. 2

1. Introduction........................................................................................................... 3

2. Vision..................................................................................................................... 7

3. Our Borough ........................................................................................................ 9

4. Children and Families Partnership Priorities ................................................. 14

5. Key Areas for Action ......................................................................................... 20
Children and Families Plan 2016-17

Foreward

Welcome to this years update of the Children and Families Plan. The Children and Families Partnership brings together people working in organisations responsible for services for children, young people and families within the London Borough of Croydon.

The Croydon Children and Families Partnership Board and its Executive include representatives and senior officers from those organisations to provide high level governance arrangements for our Partnership.

The Board and its Executive, supported by its sub-groups, are responsible for the delivery of actions and improved outcomes against our priorities. Further information about the Partnership is available at www.croydon.gov.uk/healthsocial/families/ccfpartnership

At the heart of the Children and Families Partnership is the desire and commitment to improve continuously the outcomes for children within the borough. Ensuring that their physical and emotional needs are met. It is vitally important that the voice of the child remains at the centre of all we do.
1. Introduction

1.1 This refreshed Croydon Children and Families Plan is the strategic over-arching plan for the Children and Families Partnership. The Partnership is one of a family of five Partnerships within the Local Strategic Partnership (LSP). We work closely with our colleagues across the LSP, particularly the Safer Croydon Partnership and the Health and Well Being Board, to ensure that we all contribute to shared priorities. The children and Families Partnership provides regular reports to the Local Strategic Partnership on its progress against its priorities.

1.2 Croydon Youth Council brings together a range of groups of young people who want to ensure that young people are involved in decision making and setting the strategic direction for Croydon. The Partnership works closely with the Youth Council and Youth Parliament members to ensure that our decisions and actions are informed by the views of children and young people. Further information about the Youth Council is available at http://www.croydonyps.org.uk/youthcouncil/youthcouncil/

1.3 The Croydon Safeguarding Children Board (CSCB) is responsible for scrutinising safeguarding arrangements across the borough. The CSCB is an independent body and challenges and holds to account the organisations working with children and young people in Croydon. The Children and Families Partnership and the CSCB work together to ensure that children and young people in Croydon are safe. Further information about the CSCB is available at https://www.croydon.gov.uk/healthsocial/families/childproctsafe/cscb/infocscboard.

1.4 The structure of the Partnership is shown in the diagram below.
1.5 The Children and Families’ Plan is the umbrella document for the work of partner agencies to improve the outcomes of children, young people and families in Croydon over the next year. Whilst the plan is no longer a statutory requirement, Croydon Children and Families Partnership has chosen to continue to hold and develop a Children and Families Plan (previously known as the Children and Young People Plan), as a key way to ensure that all agencies are jointly focused on achieving our high aspirations for the children and young people of Croydon.

1.6 For 2016-17, the Partnership has chosen to continue its focus in on a core number of priority outcomes. These priorities have been identified based on the borough profile and needs analyses, the review of progress achieved in 2015-16 and what young people have told us. The priorities have also been selected on the basis that they can only be delivered in true, strategic partnership across agencies as they relate to challenging, “wicked” issues which require the input of many partners.

Strategic Principles

1.7 **Ambitious for all** - Croydon is committed to supporting all children, young people and families who live, work and play in the borough so that they are able to enjoy equality of opportunity and realise their full potential. In order to achieve this, all practitioners supporting children, young people and their families must work together effectively.

1.8 **Integrated working** - All agencies in Croydon are committed to developing integrated working and local practitioners are constantly improving the way in which they work together, share information and deliver services including through integrated pathways of support. Working with children, young people and families,
and identifying their needs, requires a shared awareness and understanding of different levels of need as well as the most appropriate support and services.

1.9 **Making best use of resources** - All agencies across the Partnership are working with reduced resources. Efficient and effective multi-agency working ensures that we provide a better service to our children, young people and families but also enables us to maximise our resources.

1.10 **Intervening early** - The whole Partnership is committed to identifying needs and providing support at an early stage before problems escalate and to providing appropriate intensive or specialist support when it is needed. Our early help and safeguarding pathway provides the framework for all agencies to work on this basis. It outlines the stages of intervention and clarifies the pathways for partnership support for children, young people and families in Croydon. More information is given in our Early Help Pathways guidance.

1.11 **Supporting families to build resilience and independence** – Partner agencies will work in ways that take account of the needs of whole families, organise support around them in a seamless way, and empower families and communities to build resilience, independence and maximise their quality of life.

**Role and purpose of the Children and Families Partnership**

1.12 The work of the Partnership is steered by the Children and Families Partnership Board which includes representation from statutory, voluntary and community groups that work with children and families in Croydon. The role of the Board is:

- **Agreeing the vision and strategy** of the partnership
- **Providing high level stakeholder input** to inform strategic planning across agencies and the Partnership work programme
- **Representing and engaging children and families** across the borough, as well as children’s services professionals working across the Partnership
- **Sharing community intelligence** across local agencies to inform the development of practice

1.13 The Board is supported by an Executive, which supports and drives the work of the Partnership and is composed of senior officers, including each of the sub-group leads. The Executive oversees the:

- **Work programme**: providing oversight and performance management of the partnership work programme, including challenge and support.
- **Resolution of issues**: seeking solutions to enable key issues to be resolved, blockages to be overcome and priorities to be achieved through sub-groups and partners.
1.14 In order to ensure the work programme of the partnership is unique and adds value, partners have agreed that strategic priorities and associated work programmes for the Children and Families Partnership will be:

- **Truly partnership-based**: work that improves outcomes for children and families and which can only be delivered in strategic partnership across agencies

- **Unique**: work that does not duplicate existing programmes, and cannot be classified as business as usual or which would not take place any way - in the absence of the partnership

- **Compelling**: work which is compelling, attractive and useful to a broad set of partners

1.15 These principles have been reflected in the development of the vision, priorities and work programme of the Children and Families Partnership.
2. Vision

Children and Families Partnership

2.1 Our vision for the Partnership is:

“Our children and young people will be safe, healthy, enjoy learning and achieve highly, enabling them to positively shape their own lives and to make a positive contribution.

Our children and families will experience us as walking alongside them with compassion and understanding, to help them grow in resilience and independence.”

Community Strategy 2016-21

2.2 The Children and Families Partnership has a key role to play in contributing to achieving the vision for Croydon for 2040 set out in Croydon’s Community Strategy 2013-18 which is as:

- **An Enterprising City** – a place renowned for its enterprise and innovation with a highly adaptable and skilled workforce and diverse and responsive economy
- **A Caring City** – a place noted for its safety, openness and community spirit where all people are welcome to live and work and where individuals and communities feel empowered to deliver solutions for themselves.
- **A Learning City** – a place that unleashes and nurtures local talent, is recognised for its culture of lifelong learning and ambitions for children and young people
- **A Creative City** – a place noted for its culture and creativity – one of the best incubators of new artistic and sporting talent in the country
- **A Connected City** – a place defined by its connectivity and permeability; with one of the best digital, communications and transport networks in the country
- **A Sustainable City** – a place that sets the pace amongst London boroughs on promoting environmental sustainability and where the natural environment forms the arteries and veins of the city.
Opportunity and Fairness Commission

2.3 The Croydon Opportunity and Fairness Commission (OFC) published its final report on 28th January 2016. The report highlights the key inequality and fairness challenges for the borough and makes recommendations on how these can be addressed. The recommendations in the report are presented under the following six broad themes:

- **Vibrant, responsible and connected communities**
  The Children and Families Partnership is addressing this through its priority of Reducing Child Poverty and our cross-cutting themes of ‘supporting parents and carers’ and ‘supporting young people to build relationships’.

- **A town centre that lifts the whole borough**
  The Children and Families Partnership is addressing this through its priority of Reducing Child Poverty and becoming a flexible working borough.

- **Leaving no child behind**
  The Children and Families Partnership is addressing this through its priorities of ‘Intervene earlier to provide support more effectively’ improve health outcomes for Looked After Children and improve emotional wellbeing and mental health of children and young people.

- **Finding homes for all**
  The Children and Families Partnership is addressing this through its priority of Reducing Child Poverty and our cross-cutting themes of ‘supporting parents and carers’ and ‘supporting young people to build relationships’.

- **A connected borough where no one is isolated**
  The Children and Families Partnership is addressing this through its priority of Reducing Child Poverty and our cross-cutting themes of ‘supporting parents and carers’ and ‘supporting young people to build relationships’ and what do young people tell us.

- **Supporting residents towards better times**
  The Children and Families Partnership is addressing this through its priority of Reducing Child Poverty and becoming a flexible working borough.

2.4 The Partnership will use these themes and supporting recommendations as we address our priorities to deliver sustained and meaningful change.
3. **Our Borough**

**Our Children and Families**

3.1 Croydon’s population is growing. The borough is home to 380,700 people and this is expected to reach 465,600 in 2041. Population is significantly denser in wards in the north of the borough, with a fifth of all Croydon residents living in just four northern wards.

3.2 Croydon has the largest population of 0-18 year olds in London at 97,200 residents (mid 2014 population estimate), which makes up 25.8% of the total population of Croydon. The number of residents aged 0-18 years will increase by approximately 8,200 residents by 2021. The Spring 2016 School Census showed there were a total of 56,565 pupils attending state funded schools in Croydon. This is an increase of 889 pupils or just under 2% compared to Spring 2015.

3.3 Croydon has a diverse population with a higher proportion of residents from black and minority ethnic (BME) backgrounds than the national average. About 56% of the 0 to 24 population comes from black and minority ethnic (BME) communities.

3.4 In 2015, 58.8% (unvalidated) of pupils at Croydon schools achieved five good (A*-C grade) GCSEs including English and maths (56.8% % in 2014). Provisional data for Summer 2015 shows that 77% of pupils achieved level 4+ in reading, writing & maths at the end of Key Stage 2 which is a slight increase on 2014 (75%).

3.5 At KS2 The attainment gap between those eligible for free school meals and those not eligible is 16 percentage points (2015) which is similar to England but wider than the London gap (11 percentage points). The attainment gap at KS4 is 21.8 percentage points which is smaller than for London and England (2015).

3.6 The percentage of pupils in Croydon state funded schools who were persistently absent (absent for 15% or more of sessions) fell from 5.6% in 2011 to 3.1% in 2014. Croydon has also seen a reduction in permanent exclusions. The figure for Croydon for 2013/14 was 0.04% (compared to 0.12% in 2012/13). Fixed period exclusions have also fallen in Croydon. The latest figure for 2013/14 for Croydon is 2.69%, lower than the regional average of 2.91% and the national average of 3.50%.

3.7 The proportion of children resident in Croydon with statements of special educational need or education, health and care plans has been increasing at a much faster rate than the increase in the population, however, Croydon still has fewer statements than London and National averages. In 2009 there were 1,670 children with statements; in 2015 there were 2,075 children and young people with statements or education, health and care plans. For autism, speech, language and communication needs and for profound and multiple learning difficulty the increases have been significant.
3.8 There were 3,701 children in need in Croydon as at 31 March 2015. This equates to 400.8 children in need for every 10,000 children higher than London and national averages. However the rate of children in need in Croydon has been falling over time from a high of 569.3 per 10,000 children in 2011.

3.9 Croydon has the highest number of looked after children of any London borough due to the high numbers of unaccompanied asylum seeking children (UASC) looked after by the borough. In 2015 there were 408 UASC looked after children and 385 local looked after children in Croydon.

3.10 Croydon has the third highest rate of domestic abuse in London. There were 22 domestic abuse incidents per 1,000 people in the rolling year to June 2015. Domestic abuse disproportionately affects females. 26% of domestic abuse victims in Croydon are repeat victims (June 2015). This equates to 190 people. On average these victims will have experienced 3 previous incidents of domestic abuse in the last 12 months. The number of reported domestic abuse incidents in Croydon has risen by a third from 5,957 in the year to March 2012 to 7,955 in the year to March 2015.

3.11 Excess weight in primary school pupils remains a concern in Croydon. Although there has been a slight fall in the proportion of pupils in Reception measured as having excess weight in the last 2 years (21.9% in 2014/15) the figures for Croydon have remained above the national average for the last 5 years. There is variation in the prevalence of excess weight across the borough. Whilst the prevalence rate in Kenley in 2013/14 was only approximately 15.2%, in New Addington the rate was almost twice as high at 28.9%.

3.12 The proportion of pupils in Year 6 measured as having excess weight has remained fairly constant for the last 3 years (39.0% in 2014/15) and is higher than the regional and national averages. There is also geographical variation in the prevalence of excess weight in Year 6 as can be seen from Figure 1.

Figure 1: Excess weight in Year 6 by ward 2011/12 – 2013/14

Source: NCMP
3.13 Croydon remains one of the most affordable areas to live in London both to buy and to rent. Croydon has the largest borough housing stock in London but its social housing stock is smaller than many other London boroughs. Social housing in Croydon is mainly concentrated in the north and the eastern edge of the borough. Croydon’s local housing market assessment (LHMA) has estimated that 22% of all households in Croydon are unsuitably housed, mostly in the north of the borough.

3.14 The total number of households in temporary accommodation fell to 1,267 from December 2004 to March 2010. However, since then it has increased to over 2,000 as at the end of March 2015.

3.15 The majority of homeless people in Croydon are concentrated in the 26-45 years age group (61.3%). One in 5 (21.4%) are aged between 16 and 25 years of age. There is a disproportionately high percentage of homeless people from the Black community. Overall 5 in 10 homeless are from the Black community, 3 in 10 are from the White community and 1 in 10 is from the Asian community.

3.16 The overall number of offences committed in Croydon has fallen in recent years. In 2014/15 the number of total notifiable offences per 1,000 population was 76.6 compared to 75.7 for 2013/14. Despite the falling number of offences their remains a public perception of higher crime rates in Croydon.

3.17 Croydon continues to have a higher rate of first time entrants to the criminal justice system than the London average. There is a disproportionately high percentage of young people from a Black or Black British background amongst the first time entrants in Croydon. The most common offences committed by first time entrants in Croydon are violence against the person, drug offences and theft and handling.

3.18 Croydon is currently ranked as 17th out of 33 London boroughs in terms of overall deprivation. Since 2010 it has become relatively more deprived compared to other local authorities. While some neighbourhoods have low levels of disadvantage, six are among the 10% most deprived in England. Figure 2 shows examples of deprivation gaps in Croydon. It is noticeable that overall the North and East of the borough are relatively more deprived than the South of the borough.
In Croydon 23.2% of children were living in families affected by income deprivation in 2015. Croydon was ranked the 70th most deprived authority out of the 326 district authorities in England. 4% of the LSOAs in Croydon were in the top 10% most deprived LSOAs in the country, as can be seen in Figure 3.
3.20 Just over a quarter of jobs in Croydon were estimated to pay below the London living wage in 2014 compared to 18% in London. The number of jobs in Croydon has fallen over the last 10 years: currently there are estimated to be 0.53 jobs per person aged 16-64.

3.21 The percentage of claimants of main out of work benefits in Croydon has steadily dropped over the last few years in line with the national average. However the rate remains higher than the average across London.

3.22 Unemployment remains higher amongst the younger population. There has consistently been a higher proportion of 18-24 year olds in Croydon claiming Job Seekers Allowance compared to the regional average.

3.23 More detailed information about Croydon and our children and families is in the available on the Croydon Observatory website http://www.croydonobservatory.org/. This includes the Borough Profile 2015 and the 2012-13 detailed Children’s Services Needs Analysis. In addition there are needs analyses for specific areas of need including on children with special Educational Needs and Disability (SEND), children’s emotional health and wellbeing, looked after children and safeguarding, child poverty, homelessness; domestic violence; alcohol; and obesity. All of these have informed this Plan.
4. Children and Families Partnership Priorities

Review of progress against 2015-16 Priorities

4.1 Improve emotional wellbeing and mental health of children and young people including reducing bullying

- The Child and Adolescent Mental Health Service (CAMHS) Local Transformation Plan was developed and assured by NHS England with positive feedback. Delivery of the Plan is overseen by the Emotional Wellbeing and Mental Health Board under the Children and Families Partnership.
- A three stage offer of support is being developed and piloted in partnership with schools, including the delivery of Cues - Ed as a resilience building programme. In the first instance, the pilot is being undertaken with the Selsdon network of schools and is being extended to New Addington with roll out across the borough during 2016/17.
- Through the Local Transformation Plan, online counselling is now being rolled out as a key element of the community offer in Croydon, enabling clinical support to reach traditionally hard to reach groups.
- The current provision for talking therapies has been extended via the voluntary sector and further investment has been made to increase provision.
- For the first time in a number of years and despite rising demand, the waiting list into specialist CAMHS services is decreasing as a result of a successful waiting list initiative. CAMHS has reduced its average mental health waiting times by 70% over the past year. It continues to see children and young people in crisis within 48 hours.
- A new dedicated telephone support line for referrers to the Eating Disorders service has been implemented (from 22 February)
- A new service for CAMHS paediatric liaison is being implemented at Accident & Emergency to improve the experience of children and young people in crisis. This service is currently running from 9 – 6, with out of hours provision being provided centrally by SLaM. We are currently recruiting an additional two clinicians so that the service can run until 10pm. We will be evaluating the service in quarter 3 2016/17.

4.2 Increase impact of early intervention

- All schools are working with the Early Help Advisors and the majority have undertaken early help training to ensure that their pupils’ needs are identified, and appropriate support provided at an early stage.
- The Best Start programme has been co-designed with parents and practitioners. It offers a new model of service delivery for 0-5 year old children by developing joint services with Health providers. The Best Start model will consider and address the specific service needs of young children and their families, mothers and mothers to be, women experiencing mental health conditions and service users from BME
communities in a holistic way. It will also enable earlier and better identification of the needs of vulnerable children and young people and parents with a disability or mental health condition.

- Over 80 people attended the Croydon Congress event in 2015 on Domestic Abuse and Sexual Violence (DASV). There has been excellent partnership engagement with participants each taking away agreed actions. Almost 100 schools now have a named DASV lead. Training is taking place across the whole system including risk assessment training for social workers and other practitioners. There have been increased notifications of incidents and continuing footfall to the Family Justice Centre. A new South London DASV court is being established. The Caring Dads programme was established in partnership with Probation, working with fathers who are primarily perpetrators of domestic violence.

- The Family Justice Centre (FJC) is an integral part of domestic abuse services in Croydon. The Centre provides immediate support to victims of domestic abuse and a range of support services in a single place. Over the past year we have seen increasing numbers of people accessing this service. In 2014/15, the number of people accessing the FJC stood at 2588 which is a 20% increase on the previous year. The FJC is also receiving more referrals from partners, which has seen a 50% increase in GP referrals compared to the previous year.

- Think Family / Troubled Families (phase II) now provides support to 585 families per year (3 times original total of phase I).

4.3 Improve integration of services for children and young people with learning difficulties/disabilities

- A new 0-25 service for children and young people with SEND has been formed and started on 1 April 2016. The service integrated education and social care services to ensure holistic person centred delivery of support and to improve planning for a successful transition to adulthood.

- New services specifications have been developed and implemented for therapies and special school nursing to improve the support that children and young people receive. The outcomes of a review of shorts breaks will inform the commissioning of the service in 2016/17.

- The Local Offer now includes a Special Educational Needs Co-ordinator portal providing schools a single point of access to information and support.

- A post 16 pilot has been completed. 6 young people received personalized education and support to prepare them for a move to further education and employment. The programme will be continuing in 2016/17 for a further 6 young people. The programme hub is at Waddon Youth Centre but young people also access education through CALAT.

- There has been an increase in parents satisfaction with information on SEND provided (59% in Sept 2015 increased from 40% in Sept 2014) and also satisfaction with the ease of finding information (60% in Sept 2015 compared to 40% in Sept 2014).

- The 20 week timescales for completion of new Education, Health and Care Plans are regularly being met.
The All Age Disability Executive has taken over responsibility for oversees delivery of services for children and young people with special educational needs and disabilities. In 2016 this will no longer a Children and Families Partnership priority as it would be a duplication of the work of the Executive.

4.4 Improve health and education/training outcomes for Looked After Children (LAC)

- Target groups have been identified for education support. Commissioned interventions and direct casework is being put in place by Virtual School officers, education caseworkers and post 16 personal advisers to support young people to achieve and exceed their targets. Particular focus has been placed on young people targeted but not on track and borderline students.
- Virtual school staff have also prioritised Yr 2, 6 and Yr 11 Personal Education Plans (PEPs) to ensure robust targets are being set and the necessary school support is being provided through appropriate usage of pupil premium. This work will be further enhanced by the recruitment of a PEP coordinator utilising centrally held Pupil Premium Grant funds. There is also ongoing work being undertaken to improve post 16 PEP/pathway plans, with a pilot project being undertaken at South Thames College.
- Enrichment activities are being delivered by the Voluntary Sector and this includes reading/writing workshops, Unaccompanied Asylum Seeking Children (UASC) interim provision and KS4 and Yr 11 study programme. Commissioned services to support improved outcomes and reduce the gap include one to one tuition and letterbox.
- The LAC health assessment pathway was reviewed and recommendations for improvement agree with project commenced.

4.5 Increase life chances by increasing participation in education, employment and training at age 19

- Croydon was the most improved borough nationally in summer 2015 for participation in Education, Employment and Training by 16/17 year olds: An improvement of 10.2% compared to 2014.
- Croydon’s 16-18 Year old Not in Education, Employment and Training (NEET) rate is at the lowest level in 4+ years at 2.9% (end of 2015) (Target 4.9%) which is below the London average (3.1%) and well below the national average. The NEET rate in Croydon has reduced at a faster rate than London and national averages.
- ‘Steps to success’ programme has successfully engaged with 100+ young people through a range of events including careers advice weekly drop-ins held in Croydon Central Library during summer-15 and a targeted event in September 2015 for young people who are NEET and/or without an offer of a place for academic year. At the event there were 83 expressions of interest, interviews or registrations arranged between young people and colleges, training providers and employers. Six months after the event, 67% of attendees were in sustained education, employment or training.
- A forum has been established for Croydon headteachers to review the local sixth form curriculum offer. The majority of Croydon schools and
colleges are also regular participants in the Careers and Post-16 Development Networks, at which they share good practice and undertake continuing professional development (CPD) activities.

As Croydon is one of the top three local authorities for improvement and systems for recording and tracking NEETs are well embedded. For 2016/17 this will no longer be a priority of the Children and Families Partnership.

4.6 Reduce childhood obesity

- Commissioners brokered a very effective partnership meeting for school aged nursing and weight management providers which led to an improvement in the number of children referred to the weight management service. Further opportunities for integration will be considered in the school nursing service development in 16-17.
- 38 primary schools, 5 SEN schools and 16 early years settings have adopted the PhunkyFood programme which fosters a whole school healthy food and physical activity approach.
- Alive N Kicking provide is an evidence based, family centred, lifestyle weight management service for 4-12 year olds whose BMI is at the 91st centile upwards. The service aims to motivate and support children to reduce their BMI and improve their health, wellbeing and self-esteem. 166 children completed the programmes in the 14/15 school year and 246 children have completed the programmes so far in the current school year.
- Croydon’s Food Flagship programme has improved the borough’s food environment through several projects
  - All 11 caterers providing school meals in the borough are now signed up to the national school food standards. One hundred and seventy five school staff members have received food training in 75 schools. There are an increasing number of edible playgrounds. Thirteen schools were awarded grants for food growing / cooking projects. Pupils will have the opportunity to sell their produce to residents at a school food market on the 7th July 2016.
  - Over 100 residents have attended a catering course, horticultural course or other food or growing related courses at Good Food Matters, a community food learning centre.
  - Almost 40 food outlets are part of the Eat Well Croydon scheme that encourages healthier options, twice the number last year.
  - Supported by the Healthy Businesses programme, Croydon residents have opened 6 new healthy eating businesses.
  - The Community Gardening project helps teach and encourage parents and other residents to grow food. There are 22 newly trained Master Gardeners and 4 food buddies.
  - As part of the councils Active Communities Funds, £21,000 has been awarded to 6 different food related projects, of which two are based in schools.

4.7 Reduce child poverty and mitigate the impact of poverty

- A group of young people have developed Croydon’s child poverty plan. They have been talking to young people across the borough to identify the
impact of poverty on children and young people in Croydon and their priorities for what we should do. The Plan is at Appendix 1.

- Croydon is working towards becoming a flexible working borough with external accreditation from Timewise. Increasing the number and range of flexible working opportunities will improve the chances of parents, who are out of work, being able to find employment opportunities that fit with their childcare commitments.

- Residents have been supported to set-up play streets across Croydon. Play streets have been held in five roads and four of these have applied to continue through 2016/17. Residents have set up their own Croydon Play Streets Facebook page to share ideas and information and to provide support.

- The Gateway and Welfare Service have helped over 1,100 families avoid homelessness and reduced those staying in temporary accommodation for more than 6 weeks by 68%. An additional 230 units of good quality, value for money temporary accommodation have been provided at Concord, Sycamore and Willow Houses and meet and greet and stay and play sessions held for families at Christmas and half-term.

- Over 5000 people are now registered for the Partnership E-Learning with 1000 new registrations in the last 3 months of the year. Over 2000 people have completed safeguarding children training. During 2016/17 we introduced new courses on Child Sexual Exploitation and Autism Awareness. The Autism Awareness course was developed by the Croydon Autism Team working with Croydon parents. "This is a great course for people who have no understanding of Autism. It is clear and easy for people to see how Autism can affect people’s lives. I congratulate you on a well devised and informative course.” Julie (parent of a young adult with autism).
Our Priorities for 2016-17

4.8. The Children and Families Partnership have identified five priorities and three cross-cutting themes that will be the focus of work in 2016/17

<table>
<thead>
<tr>
<th>Croydon Children and Families Partnership priorities for 2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reduce child poverty</td>
</tr>
<tr>
<td>• Reduce childhood obesity</td>
</tr>
<tr>
<td>• Improve health outcomes for Looked After Children</td>
</tr>
<tr>
<td>• Improve emotional wellbeing and mental health of children and young people</td>
</tr>
<tr>
<td>• Provide the right help at the right time</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross cutting themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <em>What do children and young people tell us?</em></td>
</tr>
<tr>
<td>• <em>How do we support our young people to build stronger relationships, including reducing bullying?</em></td>
</tr>
<tr>
<td>• <em>How do we support parents and carers?</em></td>
</tr>
</tbody>
</table>

4.9. Our three cross-cutting themes under-pin all the work that we do and will be reflected in the detailed action plan for each priority.
Children and Families Partnership Priorities 2016/17

**Our Priorities**

- Reduce child poverty
- Reduce childhood obesity
- Improve health outcomes for Looked After Children
- Improve emotional wellbeing and mental health of children and young people
- Provide the right help at the right time

**Cross cutting themes**

- How do we support our young people to build stronger relationships, including reducing bullying?
- How do we support parents and carers?

**What does success look like?**

- An increase in flexible working opportunities in the borough
- A reduction in the proportion of children who are over-weight or obese at ages 4/5 and ages 10/11
- An increase in the number of health plans for Looked After Children that are completed and meet their outcomes
- Resilience programmes rolled-out across schools, improved access to community support and reduced waits at tier 3 CAMHS
- Improved crisis care
- More children achieve a good level of development at end of reception (EYFS)
5. Key Areas for Action

5.1 Below are the key areas for action in relation to each of the priorities of the Children and Families Partnership for 2016-17. The next step will be the development of targets and detailed action plans with leads and completion dates. Progress against these action plans will be overseen by the Partnership Executive who will escalate issues with progress against actions to the Partnership Board.

<table>
<thead>
<tr>
<th>Reduce childhood obesity: Healthy Weight Strategy Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome Indicator</strong></td>
</tr>
<tr>
<td>- A reduction in the proportion of children who are over-weight or obese at ages 4/5 (Reception) and ages 10/11 (Year 6)</td>
</tr>
<tr>
<td><strong>Proxy indicators</strong></td>
</tr>
<tr>
<td>- Percentage of children in Reception with height and weight recorded who are overweight or obese</td>
</tr>
<tr>
<td>- Percentage of children in Year 6 with height and weight recorded who are overweight or obese</td>
</tr>
<tr>
<td>Note that targets are for 16/17. For Reception they reflect a 1% decrease compared to 14/15 figures (latest available data) and in Year 6, a halt in increase</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Headline Actions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Develop an outcomes-focused childhood obesity reduction programme for Croydon. This will include a stocktake, the development of shared outcomes and an action plan. The approach will include physical activity, healthy eating and self-esteem. Stocktake, action plan and shared outcomes developed by end Q2.</td>
</tr>
<tr>
<td>- Make Croydon sugar smart through a reduction in the provision and consumption of sugary food and drink by working with GLA and other London Boroughs. This will be one of the key components within the action plan</td>
</tr>
<tr>
<td>- As one of London's two Food Flagships, in conjunction with the Healthy Schools Programme, to develop and embed Croydon's coordinated approach to transforming food and nutrition. This will include cooking skills, growing food and increasing awareness. This will be another key component within the action plan and progress will be reported by end of Q3.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Cross-cutting themes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- What do children and young people tell us they want?</td>
</tr>
<tr>
<td>- How do we support our young people to build stronger relationships, including reducing bullying?</td>
</tr>
<tr>
<td>- How do we support parents and carers?</td>
</tr>
</tbody>
</table>

We are engaging with young people including through the pupil survey which is currently being undertaken and has a specific focus on healthy weight. The outcomes will feed into our plan.
Young people will be provided with opportunities to develop and shape the action plan.

Providing opportunities for physical activities and increasing self-esteem will encourage children and young people to build stronger relationships.

Engaging parents and carers to help their children achieve a healthy weight will be an essential element of our plan.
Reduce child poverty: *Flexible Working Borough Steering Group / Child Poverty Group*

### Outcome Indicator

- An increase in flexible working opportunities in the borough
- Reduction in % of children aged under 16 in poverty

### Proxy indicators

<table>
<thead>
<tr>
<th>Proxy indicators</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proportion of jobs in the Council that are advertised as flexible</td>
<td>20% (TBC)</td>
</tr>
<tr>
<td>Proportion of all jobs advertised (initially through Jobcentre Plus) which are flexible</td>
<td>60%</td>
</tr>
<tr>
<td>Number of work experience placements judged good or excellent by participants</td>
<td>8 (TBC)</td>
</tr>
<tr>
<td>Number of play streets operation in year and proportion in areas of deprivation – see Child Poverty Plan section 4</td>
<td></td>
</tr>
</tbody>
</table>

### Headline Actions

- Identify flexible working champions and role models and raise profile of flexible working.
- Influence employers in Croydon to provide flexible working opportunities
- Improve number and quality of work experience placements for students in Y10.
- Support community groups in setting up play streets.
- Implement a new school nursing service with measurable health outcomes

### Cross-cutting themes

- What do children and young people tell us they want?
- How do we support our young people to build stronger relationships, including reducing bullying?
- How do we support parents and carers?

The child poverty plan (at appendix 1) was developed by young people. This sets out what we are doing to address the issues raised by young people.

We are supporting children and young people to build stronger relationships by increasing opportunities for Play streets.

We support parents by increasing flexible working opportunities and supporting Play streets.
Provide the right help at the right time: Early Help Board

Outcome Indicator

- Educational attainment including narrowing the gap
- Secure attachment between parent and child/young person
- Parents/carers/young people are self-reliant and have strong and supportive social networks
- Children are safe and protected from harm

Proxy indicators

<table>
<thead>
<tr>
<th>Proxy indicators</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage take-up of eligible 2 year olds (% based on an average number of the eligible families as determined by the Department for Work and Pensions) in the Early Education and Childcare offer</td>
<td>60%</td>
</tr>
<tr>
<td>Percentage take-up of 3 and 4 year old in the Early Education and Childcare Offer</td>
<td>90%</td>
</tr>
<tr>
<td>Percentage of children achieving a good level of development (GLD) at the end of reception (Early Years Foundation Stage - EYFS)</td>
<td>66.30%</td>
</tr>
<tr>
<td>Percentage of infants who are totally or partially breastfed at 6 – 8 weeks after birth</td>
<td>75%</td>
</tr>
<tr>
<td>Rate of domestic abuse and sexual violence (DASV) sanctions (U5s in family) as a percentage of the population</td>
<td>TBC</td>
</tr>
<tr>
<td>Reduction in the number of Section 47 assessments for Over 5s</td>
<td>TBC</td>
</tr>
<tr>
<td>Reduction in number of cases that are stepped up from Children in Need to Child Protection.</td>
<td>TBC</td>
</tr>
<tr>
<td>Number of adolescents coming into care</td>
<td>TBC</td>
</tr>
</tbody>
</table>

Headline Actions

- Develop integrated practice across services for children under 5 and their families through the Best Start model with outcomes measured through a shared outcomes framework.
- Increase activity to improve the take-up of two-year-old childcare places.
- Monitor Early Help outcomes through the agreed priority measures reported through the Early Help Board.
- Increase in referrals to multi-agency risk assessment conference (MARAC) better identification of risk.
- Continued delivery by partners of the borough wide DASV action plan.

Cross-cutting themes

- What do children and young people tell us they want?
- How do we support our young people to build stronger relationships, including reducing bullying?
- How do we support parents and carers?

The new design of the early intervention service offers an increase in the opportunity for children and young people to be engaged in activities in their area but also to have a voice in the wider partnership.

A team of specialist workers are part of the new service, working in local
communities (particularly housing estates) to promote stronger relationships among young people, addressing specific issues that young people have raised e.g. lesbian, gay, bi-sexual and transgender.

Partnership working continues with practitioners in schools, health, voluntary sector etc aims to ensure parents and carers can access support at the right time.
## Improve emotional wellbeing and mental health of children and young people: Emotional Health and Wellbeing Strategy Group

### Outcome Indicator
- Improved resilience among children and young people
- Improved access to community-based counselling
- Improved access to specialist mental health services
- Improved care when young people present in crisis at A & E

### Proxy indicators

<table>
<thead>
<tr>
<th>Outcome Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of schools implementing resilience programmes through the Local Transformation Plan</td>
<td>15%</td>
</tr>
<tr>
<td>That 15% of all primary schools in Croydon will be offered the opportunity to run Cues Ed Resilience Programme during 16/17</td>
<td>15%</td>
</tr>
<tr>
<td>Increase in accepted referrals for community-based counselling</td>
<td>80%</td>
</tr>
<tr>
<td>Baseline for further monitoring to be developed in 16/17.</td>
<td>15%</td>
</tr>
<tr>
<td>Increase in accepted referrals specialist mental health</td>
<td></td>
</tr>
<tr>
<td>Baseline for further monitoring to be developed in 16/17.</td>
<td></td>
</tr>
<tr>
<td>Reduced waiting times into specialist mental health services</td>
<td></td>
</tr>
<tr>
<td>Ensure that 80% of all CYP accepted for specialist CAMHS services are seen within National Waiting Time Targets</td>
<td></td>
</tr>
<tr>
<td>Improved coverage of support for children and young people in crisis, including psychiatry and nursing</td>
<td></td>
</tr>
<tr>
<td>Reduce the number of CYP attending A&amp;E in crisis by 15% (baseline 15/16)</td>
<td></td>
</tr>
</tbody>
</table>

### Headline Actions
- Extend resilience programmes to schools across the borough through the Local Transformation Plan
- Set up online counselling
- Implement single point of access for tier 2 and 3 services
- Deliver waiting list initiative
- Remodel support for Looked After Children, Youth Offending, children and young people in crisis
- Implement national specification for Eating Disorders

### Cross-cutting themes
- What do children and young people tell us they want?
- How do we support our young people to build stronger relationships, including reducing bullying?
- How do we support parents and carers?

We are regularly engaging with children and young people, including through the schools survey which is currently underway.

Young people tell us they would like quick access to anonymous services mostly located in primary care, with some choice about the professional they see.

We are delivering Cues Ed, an evidence based resilience building programme in schools to help young people build stronger relationships.

We are setting up more parenting support including universal parenting groups and
specialist parenting for children and young people with additional needs to help support parents and carers.
**Outcome Indicator**

An increase in the number of health plans for Looked After Children (LAC) that are completed and meet their outcomes

<table>
<thead>
<tr>
<th>Proxy indicators</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>- % looked after children for whom health assessment are up to date</td>
<td>85% by May ‘17</td>
</tr>
<tr>
<td>- % looked after children with an up to date dental check</td>
<td>85%</td>
</tr>
<tr>
<td>- % looked after children with up to date immunisations</td>
<td>85%</td>
</tr>
<tr>
<td>- Emotional and behavioural health of LAC - Average Strengths and Difficulties Questionnaire (SDQ) score</td>
<td>12 or less</td>
</tr>
</tbody>
</table>

**Headline Actions**

- By end June 16, deliver LAC health assessments pathway project including developments for streamlining and simplifying processes to make sure all LAC have timely assessments
- By end Sep 16, implement developments identified in LAC health assessment pathway project including:
  - sustainable improvements to assessment processes and information sharing.
  - Improve progress made to recording and reporting of LAC health needs to inform commissioning.
- By end March 2017 information on health needs of LAC in care in the preceding year can routinely be summarized to inform commissioning and audit local arrangements against Mar 2015 statutory guidance

**Cross-cutting themes**

- What do children and young people tell us they want?
- How do we support our young people to build stronger relationships, including reducing bullying?
- How do we support parents and carers?

- Children and Young People present at the LAC health event in 2013 asked us to consider their health in relation to their wider outcomes rather than separating it out.
- Health Assessment process includes questions on health issues affecting education and emotional wellbeing and age appropriate health promotion and advice.
- Foster carers receive a copy of the child’s health action plan and will be offered training.
Croydon Child Poverty Plan 2016/19
The Child Poverty Act 2010 requires all local authorities to produce a child poverty strategy. In April 2013 Cabinet agreed the Child Poverty Strategy 2013/16. During 2015-16 a group of young people have been leading on developing our new Child Poverty Plan. They have consulted young people about what poverty means to young people and what they would like to see changed.

<table>
<thead>
<tr>
<th>What Young People told us were priorities</th>
<th>What we are already doing</th>
<th>What we are going to do</th>
<th>How we will know we have done it</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Poor education - low education achievement, lack of qualifications and training.</td>
<td>The Council provides job descriptions for its work experience placement so that applicants have a clear idea of what each placement has to offer.</td>
<td>The Council will offer work experience placements for 50 Y10 students each year and will prioritise looked after children and those that go to school or live in Croydon.</td>
<td>Numbers of Y10 work experience placements in 16/17</td>
</tr>
<tr>
<td>• Better work experience options for young people.</td>
<td>Work experience students express their area of interest and, as far as possible, are matched to a placement to suit their interests.</td>
<td>We will ask students to evaluate their work experience placements and use this to improve our offer.</td>
<td>Number of work experience placements judged good or excellent by participants (60%)</td>
</tr>
<tr>
<td>• Run tuition classes, more courses that are career relevant.</td>
<td>Schools are required to deliver a programme of work related learning and this forms part of the Ofsted framework of inspection for schools: Inspectors take account of the views of students and parents in reaching their judgements.</td>
<td>We will offer all work experience students learning and development opportunities through our free e-learning.</td>
<td></td>
</tr>
<tr>
<td>• Teach financial literacy skills in schools so that young people will know how to budget.</td>
<td>All schools are required to provide careers advice and guidance.</td>
<td>We will write to schools councils and to schools to inform them that young people have raised with us their concerns about work related courses, teaching of financial literacy and pupils’ views in the use of the pupil premium.</td>
<td></td>
</tr>
<tr>
<td>• Pupils should have a say and more control over how and what their Pupil premium money is spent on.</td>
<td>Barclays bank offer Money Skills events in Croydon schools and provides on-line training.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effective use of the pupil premium is part of the Ofsted framework of inspection of schools: Inspectors take</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>What Young People told us were priorities</td>
<td>What we are already doing</td>
<td>What we are going to do</td>
</tr>
</tbody>
</table>
account of the views of students and parents in reaching their judgements.  
- Looked after children contribute to their own personal education plans and pupil premium is used to support achievement of these targets.  
- Schools publish pupil premium statements

premium. We will recommend that this is taken forward at a school level through schools councils.  
- The Barnados Making the Most of Your Money programme will be promoted to schools, colleges, and those working with vulnerable young people.

| 2. Environment – poor quality housing and living condition, rundown areas that lack facilities. | Through our housing delivery programme we are investing in our estates to improve the local environment.  
- The Council is committed to using its planning powers to get the best out of the housing market. We have already increased the affordable housing requirement outside the opportunity area in Croydon from 15% to 50% with effect from 1 April 2015.  
- We have supported residents to start Play Streets in their road to give opportunities for children to play and adults to get to know their neighbours, making their road a safer place to live.  
- The successful Don’t Mess with Croydon campaign combines enforcement action, against those responsible for fly-tipping and other environmental crimes, and support for residents who want to make their neighbourhood a better place...  
- The names of those fined for fly-tipping or littering are published in the Councils ‘Hall of Shame’.  
- We have recruited over 250 Clean and Green Champions who have

- Over the next five years Croydon is set to deliver a £5.25 billion regeneration programme to provide 8,300 new homes in Croydon’s opportunity area by 2031.  
- Encouraging an increase in the number of play streets in Croydon particularly on council estates where there are higher than average levels of child poverty.  
- We will continue to roll out the Litter Pledge to residents and businesses in areas where littering is an issue.  
- We will support community pride events and promote these on our estates: including community gardens and litter picks.  
- We will use Community Protection Enforcement Notices to tackle environmental crimes.  
- We will use ‘Street Meets’ to talk to local residents about environmental issues in their

- Number of play streets operation in year and proportion in areas of deprivation (8 total)  
- Case study of Street Meets and how council supported community in resolving issues

- Regenerate areas and increase area for young people to access.  
- Knock down abandoned houses and built new ones and improve existing ones.  
- Reduce waiting list for social housing. If a house is empty for a year council should rent it out to generate more money.  
- Local authority need to take litter more seriously to reduce amount of litter in the local area.  
- More public bins and recycling facilities. Encourage schools to talks to improve awareness of their local community in Croydon.
|   | volunteered to improve their environment by encouraging residents and business to recycle more and manage their waste responsibly.  
- 300 residents and businesses have signed the Croydon Litter Pledge: these are focussed on areas where there are littering and fly-tipping issues.  
- We support residents to organise local Pride Events including creating Community Gardens, Community Clean Ups and Litter picks. | area and how they can be resolved. |
|---|---|---|
| 3. **Unemployment - joblessness, lack of income and less opportunity** | - A number of careers fairs are held by a variety of providers  
- Steps to Success is a programme of activities and support for the most vulnerable students – those not in education, employment of training (NEET) or at risk.  
- Monthly 16-19 Opportunities Bulletin includes events, apprenticeships and training courses. This is published on the website and sent to those working with young people and young people known to be NEET.  
- Professional development is provided for staff in schools and colleges to develop their capacity to provide advice to students on careers and training opportunities.  
- We provide a Job Brokerage to match unemployed and under-employed residents into the jobs created by regeneration, investment and growth in the borough.  
- Schools and colleges support their young people to develop the skills to be ‘job-ready’. There is also specific | - It is anticipated that over the next five years more than 24,000 jobs will be created in Croydon through regeneration activity in the Croydon Opportunity Area through growth mainly in the construction, financial services, health and social care and ICT sectors.  
- The Employability Hub in Croydon College is also set to help 8,000 students meet and network with local big name employers.  
- A careers event will be held in the Summer for 16-25 year olds targeted at those who are NEET or at risk of becoming NEET.  
- Intensive support is provided to students in Y11 who have no offer of education or employment post-16 to enable them to find suitable education, training or |

Proportion of all jobs advertised that are flexible (20%)
<table>
<thead>
<tr>
<th>4. Poor health – young people can experience poor physical and mental health</th>
</tr>
</thead>
<tbody>
<tr>
<td>• School should take mental health issues seriously and talk more about it. For example, pay for psychologist to be more present in schools to detect mental illness and help pupils.</td>
</tr>
<tr>
<td>• Publicise/improve/fund health services offer within education to support the Young people.</td>
</tr>
<tr>
<td>• Make sure healthy food stores available in the region.</td>
</tr>
</tbody>
</table>

| A range of health services are available to young people both in and out of school. In addition to GP and hospital services which are available to all there are particular services that support young people with particular issues: these include the school nursing, child and adolescent mental health, drug and alcohol support, sexual health and voluntary sector support services. |
| An offer of emotional wellbeing support is being developed and piloted in partnership with schools including workforce development, |

| We are working with the school nursing service to agree a model that better meets needs. |
| The school nursing services are developing links with sexual health and mental health services to ensure that they work in more coordinated way in providing support. |
| The workforce development and schools commissioning support for counselling services elements of the |

<p>| Improving emotional health and wellbeing and reducing childhood obesity are separate priorities of the children and Families Partnership and these areas are |</p>
<table>
<thead>
<tr>
<th>Resilience programmes and supporting effective schools commissioning of counselling.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The Cues – Ed resilience programme has been successfully launched, and in Q4 2015-16 will be in 5 schools, delivering to 8 classes. The programme will roll out further in 2016-17.</td>
</tr>
<tr>
<td>• Work continues with the Selsdon Education Network to develop Cues Ed for Early Years (years 1 and 2)</td>
</tr>
<tr>
<td>• A school eating disorders prevention programme (Think Body) is now live, and a peer support groups initiative is being recruited to. The first adopter of the prevention programme, Norbury Manor Business and Enterprise College for Girls, has provided excellent feedback and committed to joint funding the programme so that it can be applied to the whole school.</td>
</tr>
<tr>
<td>• 38 businesses have signed up to Eat Well Croydon to provide healthier food.</td>
</tr>
<tr>
<td>• 8 schools are part of the Tare Share programme which provides free breakfast cereals to schools.</td>
</tr>
<tr>
<td>Local Transformation Plan will be further developed.</td>
</tr>
<tr>
<td>• A peer support approach will be put in place to support young people at risk of developing eating disorders,</td>
</tr>
<tr>
<td>• Support the set-up of 15 new healthy food businesses.</td>
</tr>
<tr>
<td>• Work with caterers responsible for delivering school meals to ensure that they meet the school food standards and increase the uptake of school meals.</td>
</tr>
<tr>
<td>• Hold a School Food Market for schools to sell the produce they have grown to the community.</td>
</tr>
<tr>
<td>• Support the community to develop community gardens through the master gardener programme.</td>
</tr>
<tr>
<td>• Increase the number of food buddies from 4 to 12.</td>
</tr>
<tr>
<td>Covered in their action plans</td>
</tr>
</tbody>
</table>