



STAFFORDSHIRE
HEALTH AND WELLBEING BOARD



STAFFORDSHIRE
FAMILIES
STRATEGIC
PARTNERSHIP

STAFFORDSHIRE'S CHILDREN, YOUNG PEOPLE AND
FAMILIES STRATEGY 2016 – 2026.

FOREWORD

On behalf of the Families Strategic Partnership Board, we are delighted to share the Staffordshire Children, Young People and Families Strategy with you. This document has been developed so that all partners including families, have a clear understanding of our ambition for Staffordshire's families and how we intend to meet it.

Families continue to be the cornerstone on which our society is built; children and young people are so important. Their wellbeing and future is a priority for all of us.

We want families to be happy, healthy and safe. To feel they belong to and can give something good back to their communities.

The Families Strategic Partnership Board has taken an approach that puts families at the heart of all we do. We have listened to the feedback from our families and considered a range of data.

People don't want to be in systems, they want to be supported by their friends, families or communities to manage the day-to-day problems they face.

We want to support people to help people and to enable communities to see the strengths and resources they have to support the families within them.

Our goal is to create a new relationship between families living in Staffordshire and the organisations who support them. A more balanced partnership where organisations help families and communities to build skills and confidence so that they can continue to support the families within them .

In practice, more families will feel confident and able to address their own concerns and needs as soon as they arise and to help others. Where support and early help is required for some families, access to this will be quick and make a difference. We recognise that some families need more intensive support and we will continuously strive to make sure our response helps families with problems to get back on track.

By taking this approach, we can make best use of public sector resources by reducing demand for specialist support, especially across adult and children's health and social care.

No single organisation can fully support the various and sometimes complicated challenges that some of our families face.

To succeed we will need to work together and commit to continuous improvement in both planning for and delivery of services.

We would like to thank everyone who has helped to shape this strategy and who will now drive forward actions both locally and at a county level to make a real difference for Staffordshire's families and communities.



Insert signature

Helen Riley
Chair of the Families Strategic Partnership Board
Deputy Chief Executive and Director of Families & Communities, Staffordshire County Council

A handwritten signature in black ink, appearing to read 'G. Luznyj', written in a cursive style.

Glynn Luznyj

Vice-Chair of the Families Strategic Partnership Board

“The foundations for virtually every aspect of human development – physical, intellectual, and emotional – are laid in early childhood. What happens during these early years (starting in the womb) has lifelong effects on many aspects of health and wellbeing. ”
(Marmot, 2010)

Introduction and context

This is the overarching strategy for how organisations in Staffordshire will support children, young people and families. It drives every other plan or piece of work we do in Staffordshire to support them.

Staffordshire is a good place to live. Most children are happy, safe and have loving homes, but there are some families who face challenges that mean they cannot thrive in the way they want to.

There are 189,343 children¹ and young people aged 0-19 years old across the county, an area which spans 1,010 square miles.

Staffordshire’s families live in one of eight districts - Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands, and Tamworth. The largest city in Staffordshire is Stoke-on-Trent, which is administered separately from the rest of the county as an independent unitary authority.

Families across Staffordshire can be very different to each other. Some live in middle of the countryside. Others live in big towns with lots of other people. People in some areas have quite a lot of money and comfortable lives, others have less and some live in poverty.²

This means that the needs of Staffordshire’s children and families can be very different and the way we meet the needs of these families will be different.

One of the biggest challenges we face is how to make a limited amount of money and resource work as hard as it possibly can to meet these varying needs.

Figure 1 - If Staffordshire had 100 children

48 would be girls, **52** would be boys. 2013 mid-year estimates(ONS)

91 would be White British and **nine** would be from minority ethnic communities, Inc White European, Asian or mixed heritage. 2011 Census (ONS)

Seven children would speak a language other than English. Jan School Census

The majority of children would be growing up in stable, loving households; however, **four** would have been allocated a social worker, out of which, **one** would be in care or be subject to a child protection plan. **Three** children would be receiving targeted, early help from Families First. **One** child would be a young carer. Families First

Many children would live in families of modest or affluent means; however, **14** would be living in poverty and **15** would have a special education need/disability. DWP

Most children would be in loving households, but **two** would experience living with parents where domestic abuse, substance misuse and mental health concerns impact on their daily lives. TSU

Most children would be happy at school, but **three** would be experiencing bullying at least once a week, and **four** would be regularly absent. TSU The majority would have good emotional wellbeing; however **10** children would have a mental health problem. ONS

Most children would be healthier than their parents, but on average, **14** would be classified as obese. Nat Child measurement programme

Most young people would make a positive contribution to their community, with only **one** getting into trouble and working with the Youth Offending Service.

98 young people would leave school at age 16 achieving at least one qualification, and **55** would leave school with five or more A*-C GCSEs (Inc English and maths). DfE School Perf Tables

87 would go on to further education, but **five** would not be in any form of education, employment or training at 16. LA NEET figs 2014

The views of children, young people and families

Young people want somewhere safe to go, something positive to do and someone trustworthy to talk to (Youth Matters 2010). Figure 2 summarises a 2013 survey completed by 1700 8-15 year olds looking at their area, their future, their health and their safety. It also includes a series of local engagement events in 2015/16 to ask young people to identify what, if anything had changed from the 2013 survey. Source: <http://www.staffscvys.org.uk/youthevents.html>

The key message from children, young people and parents is that when they need help and support, they will turn to people in their community that they trust – peers, neighbours, friends, family.

They are less likely to seek the help of a 'service'. Many parents said they found service based help stigmatising and accessing it made them feel like a bad parent.

Children, young people and parents want to see more opportunity to get support from people facing similar issues as them who are living nearby, whether this is face to face or online.

They also said that they would seek professional help but that this would be when the problem is specific, difficult or complicated.

Parents want:

- Networks of support in their community
- Schools to be proactive
- More activities for their children

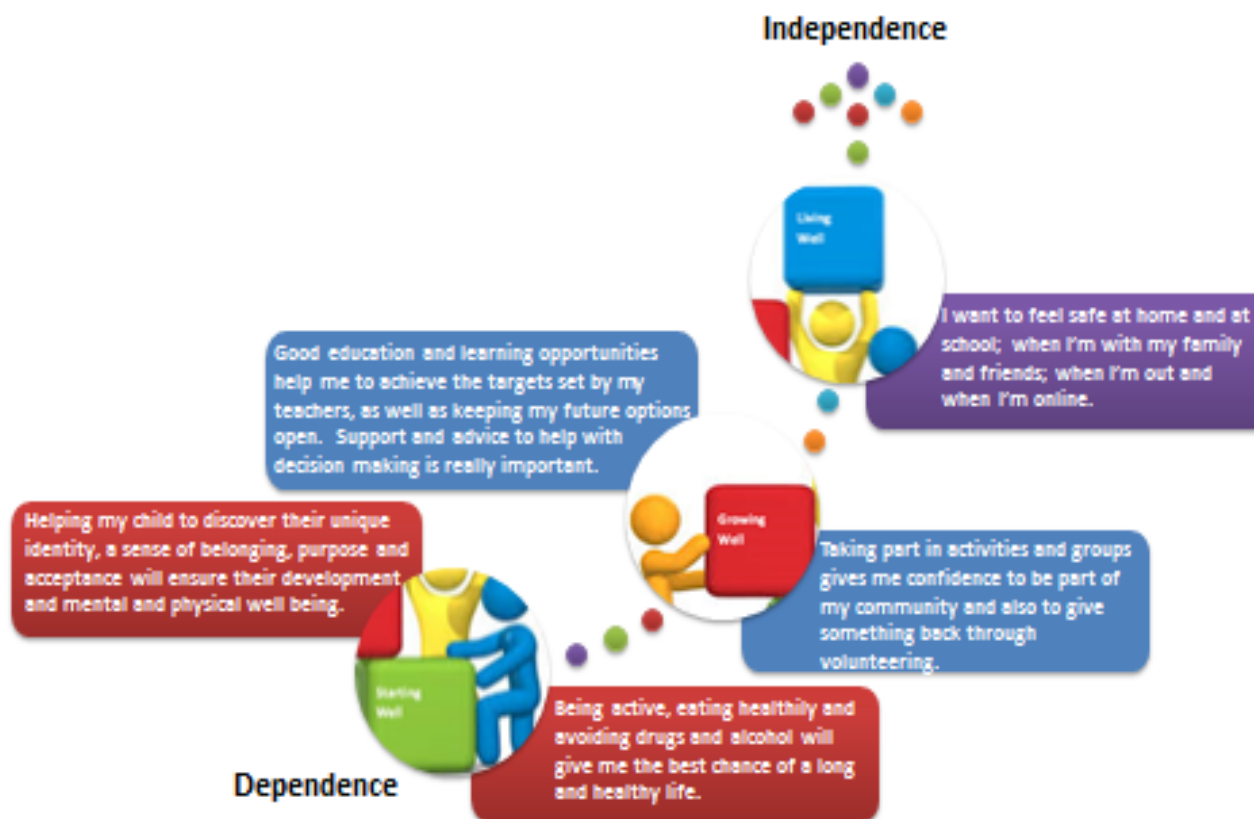
They said when they access help from a professional they would like it to be in their community, at places they go to such as the school, GP or nursery.

They also said they wanted consistency in professional support and did not want to have to tell their story to multiple people or be 'passed around' services.

The Best Start consultation (2014) had over 1600 responses. In short:

- 97% wanted more focus on being positive parents
- 96% wanted good support for those in need of help
- Parents wanted better information about the early days and preparing for parenthood through to local community activities and meeting other parents
- Parents sometimes found it difficult to navigate services and there was uncertainty of what support is available and when.

Figure 2 – What Staffordshire’s young people and parents value in striving for a positive future



Working together so that families can thrive

What we want for Staffordshire’s children and young people

At all stages in their lives we want Staffordshire's children and young people to lead the best life possible. We want to see children and young people who are:

1. Happy and healthy
2. Feel safe and belong
3. Achieve and contribute

Our Vision

To get what we want for Staffordshire's children and young people, we have a clear vision where:

Families and communities have the strength, skills and knowledge they need to ensure their children and young people are healthy, happy, safe and achieve their potential

Our Approach

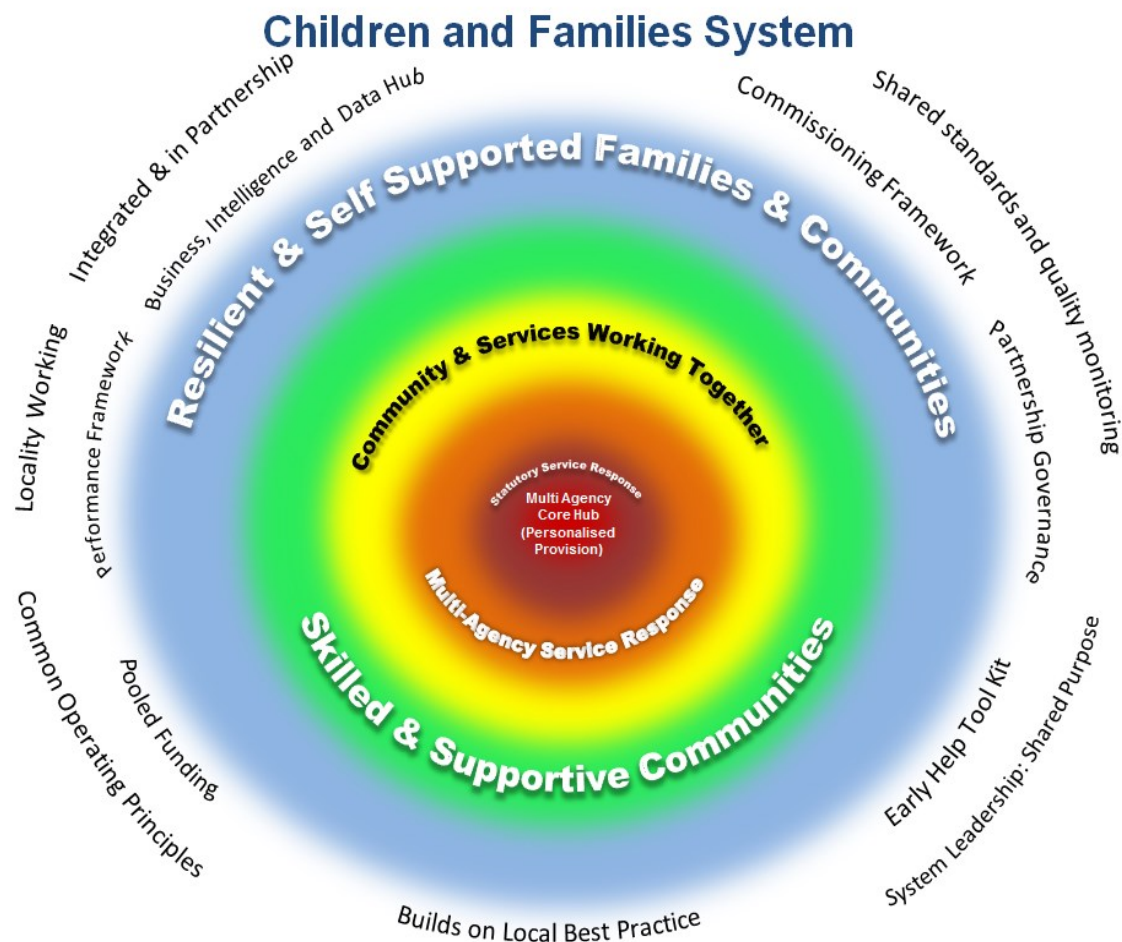
Children, young people and families have said they don't want to be in systems. They want to be supported by people they trust - their friends and families - to resolve the day-to-day problems they face. Providing children are safe, we also want them to thrive within their families and communities.

Supporting families is not about 'doing it for them'. It's about enabling families to find their own solutions to problems and keep going with the positive changes they make to their lives. We want to encourage and support families and communities to make use of the support around them, help each other and be able to tackle problems using the strengths they have within their family and community.

From time to time, some families will need early help and a few will need statutory services and intervention. Where it is required, this input from services will be effective and timely, helping families to get back on track and to stop their situation worsening.

Figure 3 – Our approach to working with children, families and communities

Note: I'd suggest taking out the enablers around the very edge and having these in the 'Making it happen' section



A detailed explanation of each element can be found in appendix 1.

Our approach is underpinned by the following principles:

- We will look to build strength and the ability to deal with problems between people and the networks available to them (be that in their families and/or wider communities) so that they can meet their own needs
- We will always consider how we can enable the community to meet the needs of its families before developing new public sector services
- Where specialist services are required, they will be provided quickly and alongside early help
- We will use our resources fully and efficiently to improve the lives of Staffordshire's children and will target those who need most help

Working in this way is not only better for families, it is better for public services too. When families and communities are strong, and are able to get early help, there will be less demand for expensive specialist services.

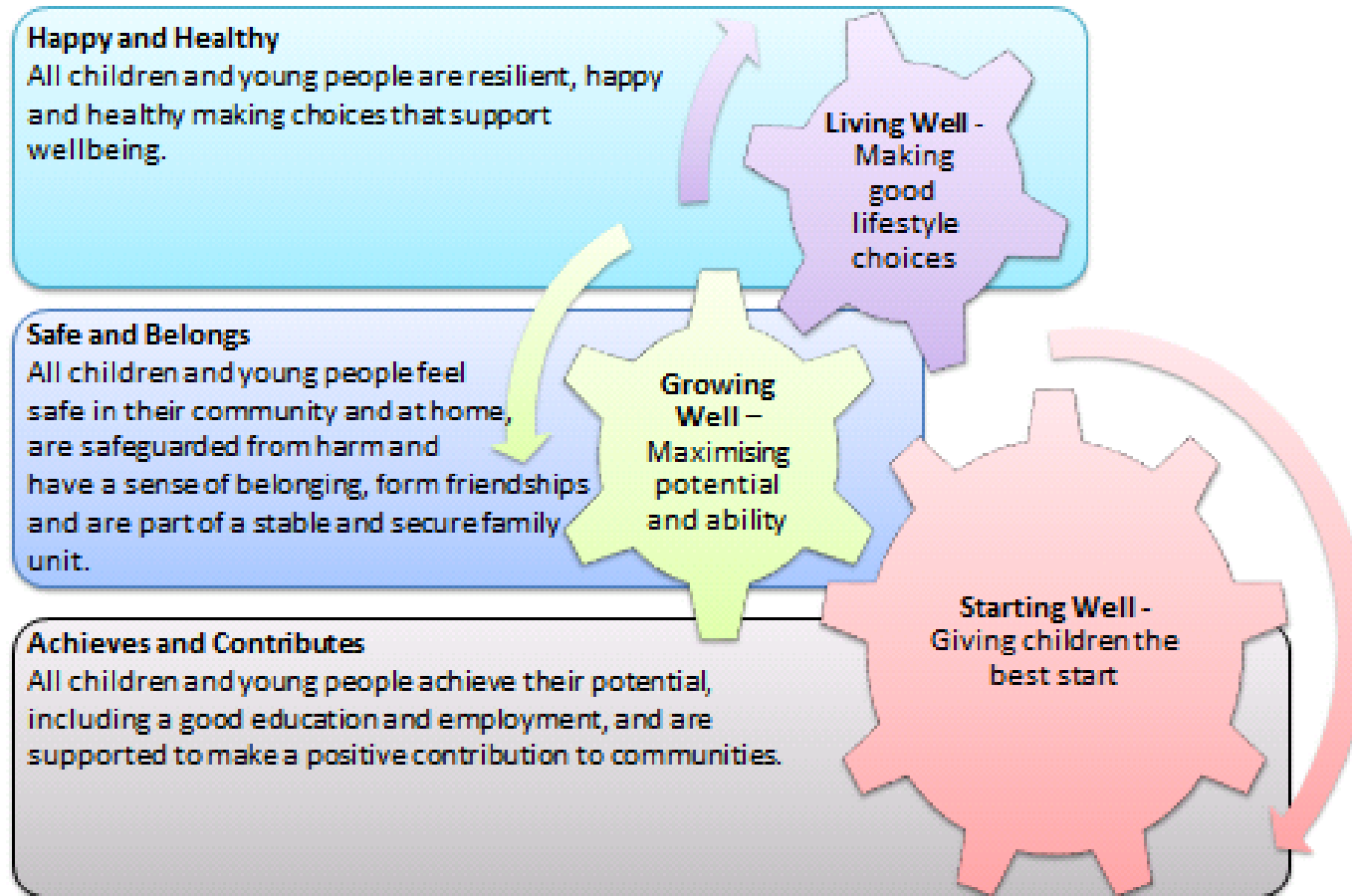
Our priorities

To get what we want for Staffordshire's children and young people, we need children and young people who are supported to start, grow and live well.

Staffordshire's Health and Wellbeing Board and Families Strategic Partnership Board have chosen these same priorities as they are important to every person living in Staffordshire:

1. **Starting Well**: every child has the best possible start in life to reduce differences in the quality of people's health and wellbeing in the future
2. **Growing Well**: children and young people are supported to reach their potential so that they can have greater control over their lives
3. **Living Well**: children, young people and adults are supported to make good lifestyle choices.

Figure 4 – Summary of outcomes and priorities



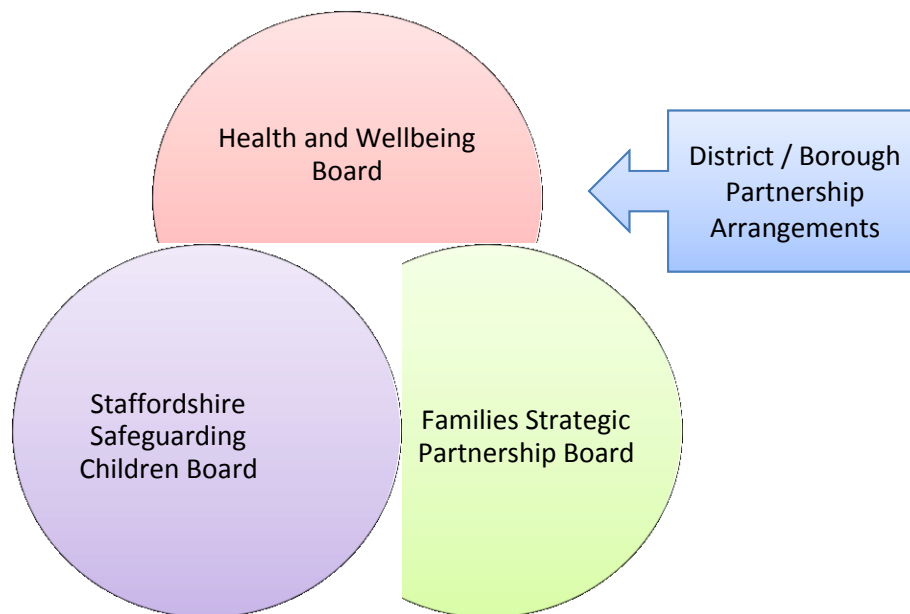
Making it happen

Accountability and responsibility

The responsibility for making sure that this strategy is delivered rests with Staffordshire's Families Strategic Partnership Board and in turn, the organisations who are part of the Board.

Partnership representatives include the Office of the Police and Crime Commissioner, Police, Fire, Voluntary and Community Sector (VCS), Local Authorities (including County/District/Boroughs), NHS England, Clinical Commissioning Groups and Education colleagues. The Partnership works on behalf of the [Health and Wellbeing Board](#) and closely with the [Children's Safeguarding Board](#)

Figure 5 – Partnership arrangement for Staffordshire.



The Families Strategic Partnership Board will:

- Set the strategic direction and vision around children, young people and families, reviewing and refreshing it when required to ensure it is still relevant and focussed on the right things
- Champion the culture of working together in partnership around the needs of families, continuously asking each other ‘what are you doing to embed and deliver this strategy and how can we work together more effectively’?
- Provide leadership to ensure that the actions of different people and organisations in Staffordshire complement each other
- Regularly review performance against delivery plans to ensure progress in delivering this strategy
- Aim for continuous improvement and transformation at a local and county level across priority topics for example, emotional wellbeing and Special Educational Needs and Disability (SEND)

Clear delivery plans

To make this strategy a reality and achieve what we want for Staffordshire’s children and families, we need a clear plan of action that we can measure our progress against.

The first thing we will focus on is the creation of delivery plans that enable us to:

1. Embed effective and systematic **early help** across Staffordshire in line with the Early Help Strategy and toolkit
2. Plan for and **commission joint ways of working** across organisations
3. Drive action to reduce the effects and impact of **hidden harm** in line with the Hidden Harm Strategy
4. Facilitate and help to grow **community based support**

Every new piece of work to support Staffordshire’s families will be in line with what we want to achieve for Staffordshire’s children and families and the approach set out in this strategy. Every organisation must own and adopt it and work jointly to develop delivery plans if we are to implement this strategy successfully.

Shared ways of working

To continue to strengthen how we work together, we will also take opportunities to:

- Pool funding

- Share information and intelligence
- Create a joint commissioning framework
- Share standards, quality monitoring and performance frameworks

Local focus

There are times when a countywide approach may be helpful in maintaining consistency and getting the benefits of doing something on a big scale, but we know that the needs of families and communities differ from each other and so much of the work to ensure families are supported must be driven locally in the heart of communities themselves.

A standard way of identifying what is most needed in an individual community will be rolled out.

This will involve listening to feedback from families, communities and professionals and looking at a range of data to decide what priority areas require action. It will also need to be part of district governance arrangements.

How will we know we are making a difference?

Overall, we would like to see evidence that Staffordshire's families and communities are stronger and able to use their strengths to solve the day-to-day problems they face. We'd expect to see people getting help early from their families and communities and demand for specialist and statutory services reducing because people no longer need them.

Our delivery plans will be joined up and measurable so we can continually track our progress towards this.

We will ask our families what difference this strategy and its plans have made to their lives. We will also use data that we collect on the quality of people's lives to see if this keeps improving.

Appendices

Appendix 1 – Description of the elements within the Children and Families System

	What?	Who for?
Resilient and self-supported families and communities	Families and communities support themselves and are resourceful and resilient.	The community
Skilled & Supportive Communities	Communities have the skills and knowledge on how to access resources/support when a family needs additional help. Communities are integrated, sustainable and resilient and help each other.	All children, young people and families and the people they interact with in their community
Community & Services Working Together	An environment where communities and services work together to find solutions and support children, young people and their families.	<ul style="list-style-type: none"> • Children and Families where there is a risk of escalation • Children and Families where issues have occurred • Children and Families de-escalated from targeted support • Localities that are struggling (with multiple risk factors)
Multi-agency service responses	<p>An environment that identifies and engages promptly with children, young people and their families in need of support to enable them to maintain an independent family life.</p> <p>A ‘whole system’ partnership approach that considers the whole family.</p> <p>Robust information sharing and professionals working more effectively and efficiently together to support families.</p>	<ul style="list-style-type: none"> • Children and Families where there is a risk of escalation • Children and Families where multiple issues have occurred • Children Families de-escalated from the statutory services • Localities that have long term, ingrained challenges
Statutory Service responses	An environment where vulnerable children, young people and their families are supported for the right time by the right services, in order to return, where possible and appropriate, to independent family life as quickly as possible. It is also about maintaining family life through access to skilled and supportive communities and communities and services working together even when statutory services become involved, it isn’t an ‘either/or’ option.	Covers children, young people and families in the statutory parts of the social care (Children in Need – S17 Children Act 1989 definition; LAC; safeguarding; adoption), mental health, SEND (a proportion of) and YOS systems and partners statutory responses for vulnerable people (e.g. Police, Housing, DWP)

NHS
Cannock Chase
Clinical Commissioning Group



NHS
England



Lichfield
district council

Staffordshire
County Council



NHS
South East Staffordshire and Seisdon Peninsula
Clinical Commissioning Group



Tamworth
Borough Council



preventing • protecting • responding



NHS
North Staffordshire
Clinical Commissioning Group



STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
AIMING FOR EXCELLENCE



SCVYS
Staffordshire Council of
Voluntary Youth Services

NHS
Stafford and Surrounds
Clinical Commissioning Group