

# Conwy's Children and Young People's Strategic Plan 2011 - 2014



**Partneriaeth Plant a Phobl Ifanc Conwy  
Conwy Children & Young People's Partnership**



Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board

# Foreword

Conwy's Children and Young People's Partnership is a multi-agency strategic planning group bringing together key partners to provide and plan all services relating to children and young people in the county from pre-birth to 25.

This is Conwy's second strategic Children and Young People's Plan and many successes have been achieved and many lessons learnt from our first single Children and Young People's Plan. However, we recognise that significant challenges remain to ensure the sustainability and improvement of services and opportunities for the children and young people of Conwy.

The Partnership is committed to delivering the 7 Core Aims from the Welsh Assembly Government's agenda outlined in Children's Rights to Action and the delivery of the Child Poverty Strategy. The Partnership is fully committed to working with statutory and non statutory services, the voluntary sector, agencies and other strategic partnerships to co-ordinate the implementation of this plan. I would like to take this opportunity to thank all partners for their contribution in delivering the previous plan. I look forward to the continued collaborative working practices that are fundamental in ensuring we achieve our agreed outcomes and goals over the next three years.

## Geraint James

Statutory Head of Education Services Conwy County Borough Council and  
Chairperson of Conwy's Children and Young People's Strategic Partnership  
Board

## Vision Statement

*'Together we aim to make sure that all children and young people in Conwy get the support they need to be happy, healthy, safe, valued and respected, and be listened to and have the opportunities and help to gain skills and confidence to make the right choices now and in the future.'*

In Conwy, we recognise that no single organisation can respond to the broad challenges presented within this plan. The Conwy Children and Young People's Partnership exists to bring together many key partners in order to plan and provide services for children and young people in the county. To make any meaningful difference to issues that affect the children and young people of Conwy, we have to work closely together.

# Contents

Section 1: Introduction

Section 2: Core Aims

## Core Aim 1

Priority Area

1 Childcare

2 Early Years Healthcare

3 Early Years Education and Foundation Phase

4 Parenting

## Core Aim 2

5 Accreditation

6 Not in education Employment or Training (NEET)

7 Inequalities in Education

## Core Aim 3

8 Healthy Lifestyle

9 Emotional and Mental Health

10 Vulnerable Children and People

11 Safeguarding

## Core Aim 4

12 Information

13 Culture

14 Play

15 Sports, Physical Activity & Leisure

16 Transport

## Core Aim 5

17 Participation

18 Respect and Children's Rights

19 Welsh Language and Equalities

## Core Aim 6

20 Housing

21 Community Safety

22 Accidents and Injuries

23 Anti Bullying

## Core Aim 7

24 Child Poverty

## Section 1: Introduction

In Section 26 of the *Children's Act 2004*, the Welsh Assembly Government has placed a statutory duty on all local authorities to prepare and publish a Children and Young People's Plan. The local authority must complete writing the second Children and Young People's Plan by April 2011. The plan will set out the authority's strategy for discharging its functions in relation to children and young people for the next three years.

Conwy's Children and Young People's Plan extends across services for all children and young people up to the age of 25. This includes services available to adults that may impact on children and young people, as well as effective provision for adults who are parents or carers.

### Purpose

The Children and Young People's Plan is the defining statement of strategic planning and intent for all children and young people's services in the County of Conwy. It sets out the overarching vision and strategic direction of the Children and Young People's Partnership, its aspirations and priorities, and describes how the requirements of national and local strategies, policies and priorities will be tackled locally.

The plan sets out agreed joint targets to enable progress in improving outcomes to be measured over the planning timescale. It identifies the contribution made by individual partners towards meeting joint objectives and ensuring that they are consistent and mutually supportive.

Conwy's Children and Young People's Strategic Plan will provide a basis for the joint commissioning of services and sharing of available funding, including core budgets of statutory partners and resource or financial contributions from the voluntary sector.

### Drivers

Conwy's Children and Young People's Strategic Plan has taken account of:

- The 7 Core Aims - The Welsh Assembly Government has adopted the United Nations Convention on the Rights of the Child (UNCRC), as the basis of all work for children and young people in Wales. The Welsh Assembly Government has translated this into "7 Core Aims" through which Conwy will work to ensure that all children and young people:

1. Have a flying start in life and the best possible basis for their future growth and development;
  2. Have access to a comprehensive range of educational and learning opportunities, including the acquisition of essential personal and social skills;
  3. Enjoy the best possible physical and mental, social and emotional health including freedom from abuse, victimisation and exploitation;
  4. Have access to safe play, leisure, sporting and cultural activities and information;
  5. Be listened to, treated with respect, and have their race, faith and cultural identity recognised;
  6. Enjoy the benefit of a safe home and a community that supports physical and emotional well-being;
  7. Intervention to ensure they are not disadvantaged by poverty, rurality, ethnicity or disability.
- The main principles underlying co-operation as set out in *Stronger Partnership for Better Outcomes (2006)* and its relationship with other national and local key plans and strategies.
  - Our Healthy Future (Welsh Assembly Government 2009)  
*Our Healthy Future* contains ten priority areas for action and a series of next steps for developing and expanding linkages between stakeholders and partners and across policy portfolios. The top ten priorities for public health in Wales are:
    - Reducing smoking prevalence.
    - Increasing participation rates in physical activity.
    - Reducing unhealthy eating.
    - Stopping the growth in harm from alcohol and drugs.
    - Reducing teenage pregnancy rates.
    - Reducing accident and injury rates.
    - Improving mental wellbeing.
    - Improving health at work.
    - Increasing vaccination and immunisation rates to target levels.
    - Reducing health inequities.
  - Children and Families (Wales) Measure 2010 which makes legislative provision in respect of four key areas:
    - Child poverty (Led by CAG 7)
    - Integrated Family Support Services (Led by CAG 3)

- Play, with particular reference to the needs of children who are disabled; and (Led by CAG 4)
- Participation (Led by CAG 5)
- National Child Poverty Strategy and Implementation Plan (Wales) 2010.

The Welsh Assembly Government launched the Child Poverty Strategy and Delivery Plan in 2010. It sets out the Assembly Government's vision for tackling child poverty in Wales and improving outcomes for children and parents living in low income families.

The Child Poverty Strategy sets out a proposed framework and delivery plan within which all bodies can meet these duties in a coordinated way. It is cross cutting and structured around the 7 Core Aims for Children and Young People.

Core Aim 7 (Intervention to ensure they are not disadvantaged by poverty, rurality, ethnicity or disability) is not delivered by specific services or agencies, but rather includes cross-cutting themes across the whole partnership and all partners. All partners therefore have a role to play in achieving this aim. This plan will work to the thirteen Broad Aims identified by the Welsh Assembly Government in the Child Poverty Strategy which are:

- Child Poverty Broad Aim 1 (Led by CAG 7)
- To increase income for households including one or more children with a view to ensuring that, so far as reasonably practicable, there are no households in the relevant income group.
- Child Poverty Broad Aim 2 (Led by CAG 7)
- Ensuring that as far as possible, children living in low income families are not materially deprived.
- Child Poverty Broad Aim 3 (Led by CAG 7)
- To promote and facilitate paid employment for parents in low income families.
- Child Poverty Broad Aim 4 (Led by CAG 7)
- To provide parents of children with the skills necessary for paid employment.
- Child Poverty Broad Aim 5 (Led by CAG 2)
- To reduce inequalities in educational attainment between children and young people.
- Child Poverty Broad Aim 6 (Led by CAG 1)
- To support the parenting of children.
- Child Poverty Broad Aim 7 (Led by CAG 3)
- Reduce inequalities in health between children and between their parents, so far as necessary, to ensure children's well being.
- Child Poverty Broad Aim 8 (Led by CAG 6)
- To ensure that all children grow up in decent housing.
- Child Poverty Broad Aim 9 (Led by CAG 6)
- To ensure that all children grow up in safe and cohesive communities.

- Child Poverty Broad Aim 10 (Led by CAG 4)
  - Reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children, so far as necessary to ensure the well being of their children.
  - Child Poverty Broad Aim 11 (Led by CAG 2)
  - To help young persons participate effectively in education and training.
  - Child Poverty Broad Aim 12 (Led by CAG 2)
  - Help young people take advantage of opportunities for employment.
  - Child Poverty Broad Aim 13 (Led by CAG 5)
  - Help young persons participate effectively and responsibly in the life of their communities.
- The Welsh Language

The Partnership will take account of the Welsh Language Act 1993 and the Welsh Language (Wales) Measure which:

- Confirms the official status of the Welsh language;
- Creates a new system of placing duties on bodies to provide services through the medium of Welsh;
- Creates a Welsh Language Commissioner with strong enforcement powers to protect the rights of Welsh speakers to access services through the medium of Welsh;
- Establishes a Welsh Language Tribunal;
- Gives individuals and bodies the right to appeal decisions made in relation to the provision of services through the medium of Welsh;
- Creates a Welsh Language Partnership Council to advise Government on its strategy in relation to the Welsh language;
- Allows for an official investigation by the Welsh Language Commissioner of instances where there is an attempt to interfere with the freedom of Welsh speakers to use the language with one another.

The Measure is intended to modernise the existing legal framework regarding the use of the Welsh language in the delivery of public services. In doing so, it meets the commitments made in the 'One Wales' document.

### **Reviewing the plan**

The Partnership will review the progress of the plan on an annual basis as per Welsh Assembly Government Guidance and in line with Conwy County Borough Council's corporate partnership governance.

### **Aims and objectives**

Key aims are as follows:

- The community, children and young people, partners, elected members and officers see evidence within the plan that the needs of all children and young people have been identified and addressed under the 7 Core Aims.
- The Local Service Board will provide a unifying vision and set of operational principles that will thread through, support and drive all our policies and programmes in a joined up way to deliver sustainable development that includes the Welsh Assembly Government Sustainable Development scheme, *One Wales: One Planet* issued In May 2009. This sets out the Assembly Government's vision of a sustainable Wales, based on Wales becoming a fairer and more just society, using only its fair share of the earth's resources.
- Workforce development is an integral part of the CYPP. A Partnership Workforce Development Strategy and Framework has been developed as an integral part of the Children and Young People's Plan.
- To have a tiered model of service provision for children and young people, relating services to different levels of need.
  - Tier 1: Universal services - Services which are available to meet a range and level of needs that most children and young people require.
  - Tier 2: Targeted services - Services which provide extra help for those with additional needs which usually supplement continued access to universal services.
  - Tier 3: Referred services - Services which require an assessed programme of support provided by providers with particular skills in meeting higher levels of additional needs.
  - Tier 4: Specialist services - Services which require an assessed programme of specialist support services for children and young people with complex needs.
- To be the vehicle to drive improvement in outcomes for children and young people, through strengthening co-operation and partnership working across public services, with voluntary and private sector partners, as set out in *Making the Connections: Delivering Better Services for Wales (2002)* and *Stronger Partnerships for Better Outcomes (August 2006)*. Improving outcomes means working across organisational boundaries to plan and deliver services in a truly joined up way, and an important sign of success is the alignment of resources to achieve specific priorities. This can include both jointly commissioning services and pooling budgets. The partnership has developed a Joint Commissioning process and strategy to maximise existing and new opportunities for the integration of services.

- To be succinct and clearly set out Conwy's priorities and intentions, and make clear and appropriate links to other strategies and plans.
- Conwy will adopt and publish a three-year children and young people's plan, by 01 April 2011.

Key objectives are as follows:

- To adopt and publish a children and young people friendly version of the three-year Children and Young People's Plan by 01 April 2011.
- To achieve the priorities set out in the plan and review progress annually.
- To achieve the outcomes set out within Conwy's Children and Young People's Strategic Plan, monitor and review progress and keep the partnership and Welsh Assembly Government informed of progress.

# Developing Conwy's Children & Young People's Strategic Plan

In 2008 Conwy's Children & Young People's Partnership published an extensive needs assessment that informed the development of the first single Children and Young People's Plan. This has now been reviewed along with all our responsibilities, statutory duties, service needs assessments, service delivery mapping and service profiling. For the purposes of this plan we have reviewed this in detail and have produced a focussed and updated needs assessment that has informed our priority areas.

We have recognised the planning and implementation lessons learnt from the previous plan and have ensured priorities that had not been met were identified as priority areas within this plan or by relevant partnership organisations or services. These are clearly identified within each core aim section of the plan and will be reported upon through the established partnership reporting mechanisms.

During the last three years we have been committed to ensuring that the development of our priority areas has involved children, young people, parents and those who work with them. This commitment remains, and thorough consultation was undertaken prior, during and following the publication of our draft strategy. This has been pulled together, analysed and inputted. These views and recommendations have informed the focus of priority areas identified within this plan.

This plan is underpinned by the following key planning principles:

- sustainability and well-being
- an outcomes focus on priority areas
- relationships with other partnerships and plans
- accountability and responsibility
- a tiered approach to service provision
- integration of planning and delivery including joint commissioning and pooling of budgets
- workforce development
- a commitment to equality and the Welsh Language
- evaluation

## Conwy Partnerships, Strategies and Plans

There are five overarching strategies/plans that local authorities and their partners are required to produce:

- (i) the Community Strategy;
- (ii) the Children and Young People's Plan;

- (iii) the Health Social Care and Well-being Strategy ;
- (iv) the Local Development Plan; and
- (v) the Community Safety Plan.

During preparation for the plan, the five plans were interlinked and cross-referred to one another and their overall impact will be continually reassessed. We will make it clear how the plans inter-relate in order to provide a clear and convincing vision for the future of services for Conwy. Conwy County Borough Council is developing an integrated plan for all the above, mapping all plan indicators to the Community Strategy Outcomes.

In order to develop the CYPP we also worked intensively with the Rural Partnership, Regeneration Partnership and Communities First Partnerships. We incorporated their needs assessment information and gap analysis with ours and as they were developing their priorities, plans and strategies we ensured that we shared information and contributed to them. This allowed us to cross-reference, identify leads and set out how we would work together in the future.

### Conwy's Community Strategy

In 2000 the Government placed a duty on Conwy County Borough Council to work in partnership with members of the community, public bodies, businesses and the voluntary sector to produce a Community Strategy for Conwy. The strategy is overarching and all other statutory plans are fundamental to the delivery of its priorities.

The agreed aims of the Community Strategy are: (These will be finalised by the end of 2010)

- To communicate and deliver the shared vision for Conwy
- To improve the quality of life for all of the people who live in, work in or visit Conwy
- To enable people to work together to bring about real change
- To establish priorities for the area based on the views of local people

The 7 Outcomes for the Community Strategy are: (These will be finalised by the end of 2010)

1. People in Conwy are educated and skilled to enable them to reach their full potential.
2. The people of Conwy have safe and appropriate housing with access to services.
3. People in Conwy are healthy, safe, active and independent.
4. Conwy has a thriving, sustainable and prosperous economy and is a great place to visit.
5. Conwy has an environment which is protected and its potential is used to maximum effect for present and future generations.

6. Conwy is an easy place to get to, from and around.
7. Conwy has an inclusive and equal community where our language, culture and heritage thrive.

The responsibility for coordinating the delivery of this Strategy lies with the Local Service Board.

### Health Social Care & Well-being Strategy

The production of the Health Social Care & Well-being Strategy is a statutory requirement of local authorities and the National Health Service. Its purpose is to bring together all local partners with the local community to deliver better services and support individuals and communities to improve their own health and well-being.

### Local Development Plan

Conwy County Borough Council's Local Development Plan (LDP) provides guidelines about what can be built and where it can be built in the County of Conwy up until 2022. This intends to meet the needs of the community for the future and safeguard the County's unique environment.

It sets out the places suitable for developments for housing, employment, retail, tourism, leisure and transport. It also includes policies and criteria to assist planning officers when looking at planning applications in the future.

### Conwy's Rural Development Strategy

Conwy's Rural Partnership has developed a Conwy Rural Development Strategy following a review of its initial *Action Plan 2000*. The Rural Development Partnership and the strategy have the following principles and aspirations to:

- Better understand the needs of rural communities within the County.
- Bring together the resources and potential of local businesses, rural communities, the Council and the various rural development agencies in meeting identified rural needs.
- Help rural communities address their own economic, social and cultural aspirations.
- Help rural communities obtain an appreciable improvement in the quality of life and economic opportunities.

### Conwy's Community Safety Strategy

The Children and Young People's Plan recognises the statutory role of Community Safety Partnerships in tackling substance misuse. This includes the

planning and management of substance misuse treatment services and recognises the Community Safety Partnerships responsibilities for services to children and young people who misuse substances or who are at risk due to parental/adult substance misuse.

The Partnership will engage with their substance misuse Area Planning Boards (APBs) which support the planning, commissioning and performance management of substance misuse services at a regional (local health board) level.

#### Conwy's Regeneration Strategy

Conwy's Regeneration Strategy covers both the county's coastal towns and rural hinterland, recognising their interdependence and their shared concerns regarding the availability of employment, affordable housing, ease of transport, and securing a better age balance. These are essential requirements in building more sustainable, prosperous and safe communities.

#### Communities First Plan

The Welsh Assembly Government's Communities First Programme exists to provide local people with opportunities to play an active role in shaping the future of their community. It is founded on the principle that poverty and disadvantage are created by a complex number of factors, such as poor educational achievement, poor housing and environments, substance misuse, local job markets, benefit systems, stigma and perceptions about people and places. The Communities First Programme aims to address the needs of families and children living in our most deprived (Communities First) areas, suffering multiple deprivation. There is a wide range of work being undertaken targeted at supporting children and young people through Communities First programmes.

In developing the actions within the Children and Young People's Plan (and in particular Child Poverty actions), the needs and circumstances of local communities have been taken into account and clearly articulated. Communities First Partnerships and Children and Young People's Partnerships have worked together, through suitable local structures, to ensure activity is joined up and has the capacity to meet local levels of demand.

#### Betsi Cadwaladr University Local Health Board - Children and Young People's Services Clinical Programme Group

The CYP Plan has a role to play in delivering action on *Our Healthy Future* (OHF), the Welsh Assembly Government's first strategic framework for public health. OHF reaffirms the Welsh Assembly Government's commitment to improving quality and length of life and to ensure that everyone in Wales has a fair chance to lead a healthy life. This is underpinned by a specific aim to provide children and young people with a good start in life that supports their long-term health and wellbeing.

OHF sets out ten priority outcomes for action within a thematic structure providing a systematic tool to facilitate thinking, joining up and planning across health and the wider social determinants of health. The thematic structure places importance on health and wellbeing through the life course, creating sustainable and cohesive communities, reducing inequities in health, and prevention and early intervention to reduce avoidable ill health.

Following the restructure of the NHS in Wales, the Betsi Cadwaladr University Local Health Board was established in North Wales. The Children and Young People's Services Clinical Programme Group has strategic responsibility for services to the children and young people of Conwy. The strategic statement of intent for the Children and Young People's Services Clinical Programme Group is to provide high quality, cost-effective paediatric, neonatal and children and adolescent mental health services, benchmarked against best practice; based on sound governance and safeguarding arrangements and incorporating partnership working, to ensure the best outcomes for children and young people across North Wales.

#### National Service Framework for Children, Young People and Maternity Services

The National Service Framework contributes to the 7 Core Aims for children, by improving quality and reducing variations in service delivery through the setting of national standards and key actions. These standards are for health, social care and other local government services which have a strong influence on the health and well-being of children, such as education, housing, leisure and transport. These standards and key actions should be incorporated into local policy development and service planning, and used to define measures of service quality. In Conwy the management of these standards has been reviewed and areas of work have been identified and incorporated into the needs assessment, and in turn have been linked to priority areas or have become priority areas in their own right. The Core Aim Groups will manage their development and progress, setting targets for achievement and performance management measures. This has meant that within the plan, those themes which are crosscutting have now been placed under the most relevant Core Aim Group to manage, drive forward and quality assure. Where the Core Aim Groups have been identified as lead, the board will take responsibility for their development.

#### Equality Framework

Conwy County Borough Council's Single Equality Scheme sets out how it will meet the General and Specific Duties under equality legislation, to improve accessibility of its services and functions to all groups. Improvement of services for children and young people in Conwy is one of the priorities identified in Conwy County Borough Council's Corporate Single Equality Scheme 2008-2011 and refers to the CYPP, which sets out how this will be

achieved. It covers all protected characteristics including; age, disability, gender, gender reassignment, race, religion or belief and sexual orientation. The development of partnership working across Conwy is identified to optimise resources and improve consultation. Effective public engagement and participation including service users, employees and other stakeholders is a cross-cutting theme woven throughout the action plan of the Corporate Single Equality Scheme 2008-2011.

The Children and Young People's Partnership are fully committed to the values of equality of opportunity for all and will consider them in everything we do in Conwy.

The Single Equality Scheme is a comprehensive framework which identifies Conwy's corporate equality and diversity priorities. Conwy will be continuing with its current Scheme until a new Scheme and Equality Objectives are identified and published in 2012, taking into account the Equality Act 2010.

## **Moving Forward**

The programme management system agreed during the previous planning period will continue. Core Aim Group's priority areas will have a clear mandate, a clear product for delivery, adequate resources, a full service profile for that priority area, a risk register along with support and problem solving mechanisms. This will continue to assist in gaining the support and direction from the Local Service Board, Local Authority's Senior Executive Team, Local Authority's Partnerships Scrutiny Committee and the voluntary sector.

Since the re-structuring of the Children and Young People's Partnership in 2007 the partnership has undertaken a self-assessment of partnership working. It looked at its strengths and weaknesses and evaluated the Children and Young People's Partnership structure, to determine if it needed to be changed in order to improve the delivery of the plan and its responsibilities.

To deliver this plan the Core Aim Groups remain the preferred methodological choice (with the input of children, young people, parents and professionals), to look at the actions required to effectively drive these areas forward. All of these actions will be performed and managed with the Core Aim Groups taking the role of quality assurance and the Children and Young People's Partnership Board becoming the management board overseeing this work.

The partnership continually monitors the delivery of services which are either fully or partly funded via the partnership's funding streams. This is achieved through the on-going work of the CYPP Projects Monitoring and Evaluation Group, whose attendees include CYPP Board members. All projects are examined in detail along with their contribution to the priority areas. Projects are provided with

support to further develop their services, ensuring that a needs-led, value for money service is delivered, complete with evidence of achieved outcomes.

The Children and Young Peoples Partnership will on an annual basis analyse the impact and delivery of the plan in order to report on progress. Each year we will assess the current need, look for gaps in provision and evaluate the outcome measures we use.

The partnership, through its programme management, will look at funding issues raised in the support of the delivery of its priority areas and will consider commissioning locally, regionally, or nationally.

Throughout Conwy's Children & Young People's Strategic Plan there is a focus on hard to reach families, improving life chances and reducing child poverty.

## **Section 2: The 7 Core Aims**

The 7 Core Aims are the basis on which Conwy's Children and Young People's Plan has been developed through Core Aim Groups. We have identified our priority areas, what we want to achieve (Outcomes) and how we see and measure what's changed (Outcome measures).

The delivery and continued improvement of services are managed through the core aim group member's business planning documents and are monitored internally by established performance management arrangements, internal audit, and externally through formal inspection arrangements (reports of which are publicly available).

# Core Aim 1

*Every child should have a flying start in life and the best possible basis for their future growth and development.*

Defined by children and young people as, *'To have a good start in life'*

Core Aim 1 focuses on children from pre-birth to seven years old and it is our belief that for a child to receive the best possible start in life, they need to have access to a range of services to ensure their well-being. Local authority and health services, voluntary sector and community groups provide a network of services to support families with young children. There is partnership working between relevant services to ensure any issue relating to the child's welfare can be addressed. The terminology *'Flying Start'* used in the core aim title refers to process and not the project referred to in this section

Education, Health and Social Services provide relevant support as part of their core duties and are crucial to ensure the welfare and well-being of children and their families. Core Aim 1 will ensure all relevant areas are monitored, this will include:

- Developmental childcare
- Widely Available childcare
- Affordable and flexible childcare choices
- Welsh language childcare provision
- Out of school hours and holiday play schemes
- Implementation of Flying Start
- Progress of integrated children's centres and co-ordinated approaches
- Healthy at birth and through the early years
- Addressing special needs
- Good and secure attachments
- Nourishment
- Achieving developmental milestones
- Implement and roll out the foundation phase
- Parent Strategy
- Information for parents
- Parent participation
- Parenting skills and support programmes

The priorities for the next three years will be:

**Priority 1 – Childcare**

**Priority 2 – Early years' healthcare**

**Priority 3 – Early years' education**

## Priority 4 – Parenting

### Priority 1 - Childcare

The partnership is committed to supporting the existing provision available for children between the ages of 0 – 14 and has played a pivotal role in facilitating the extension of out of school care in Conwy. The quality of provision is high on the list of priorities and the partnership has organised a comprehensive range of training sessions to ensure good practice within the various settings. The Training and Finance Sub-group courses are well attended by early years' education and childcare providers.

There are two types of childcare:

- Childcare providers registered with Care and Social Services Inspectorate of Wales (CSSIW) and paid for by the parent or carer.
- Informal childcare, which is not registered and usually involves family or groups, which meet for less than two hours.

Registered services include private provision such as registered childminders, day nurseries, some out of school childcare and the voluntary sector provision comprised of play groups, cylchoedd meithrin and out of school childcare. It also includes play schemes, which are provided by the local authority.

Childcare options such as parent and toddler groups, au pairs, babysitters, crèches, nannies and friends and family members, may not be registered with the Care and Social Services Inspectorate of Wales.

The partnership's inter-related outcomes for **Priority 1** are supported by the Assembly Government's Childcare Strategy, *Childcare is for Children*, and are:

- **Childcare provision available is; affordable, flexible, of high quality and bilingual.**
- **All families with a specific need have sufficient out of school hour's provision and holiday play opportunities.**

### Priority 2 - Early years' healthcare

In May 2005 the Welsh Assembly Government published *Healthcare Standards for Wales*, setting out a common framework of healthcare standards to support the NHS and partner organisations in providing effective, timely and quality services across all healthcare settings. The standards are focused on improving the patient experience and placing patients at the centre of the way in which services are planned and delivered providing a basis for continuous improvement.

The general health of children has improved in recent years. This is primarily due to improvements in general living conditions such as sanitation, housing and nutrition, assisted by better healthcare interventions such as immunisation programmes. Reductions have been achieved in childhood deaths. Accident rates have gone down and progress has been made in detection and treatment of many childhood diseases. At the same time, there is scope for further improvements in levels of child health and new threats to the health of children in Wales are emerging.

Immunisation Service and Financial Framework (SAFF) targets were set to ensure that all reasonable steps were taken to achieve at least a 95% vaccine coverage level to ensure that everyone in the community is protected. The changes to the routine programme have highlighted the need for Local Health Boards to ensure that immunisation coverage is prioritised in order to achieve a 95% uptake for the new vaccines, as well as all other vaccines recommended in the new programme.

Babies that are undernourished are more likely to be vulnerable to ill health. There is also evidence that the diet of Welsh children is inadequate, with insufficient consumption of fresh fruit, vegetables or dietary fibre. Children and young people not eating breakfast is a common problem. Poor diet is associated with poor health in childhood and beyond. More immediately, being hungry is unpleasant, and being poorly nourished is likely to affect school achievement. Providing breakfast or extra fruit through schools has the potential to improve the quality of children's diet, health outcomes and school achievement.

The partnerships outcome for **Priority 2** within the plan is:

- **Excellent healthcare provision is available before and during birth, and through the early years of the child's life.**

### **Priority 3 - Early education**

In Wales, compulsory education begins in the term after the child's fifth birthday. The expression 'early years' or 'early education' are the terms used to describe the period between a child's third and fifth birthday, the period before compulsory primary education. This will be provided under the Foundation Phase by the end of roll out in 2010 – 2011.

Financial assistance is available from the local Education Authority (LEA) to help with the cost of early education, if a non-maintained setting is being used. Private and voluntary settings are invited to join a scheme known as the *Three Year Old Funding* scheme. It is the duty of every LEA to ensure that part-time nursery places are made available for each child in the term following his/her

third birthday. There are 65 registered non-maintained settings providing this service in Conwy, within this identified priority area Conwy will continue to ensure the availability of good quality part-time education for three year olds.

The Foundation Phase is a new approach to learning for children from three to seven years of age. It will combine what is currently known as the Early Years and Key Stage 1 of the National Curriculum. The Foundation Phase is a vital part of the journey which is based on learning through play, active involvement, and practical activities, and enhances creativity, knowledge, skills and understanding.

There are seven areas of learning that form the Foundation Phase curriculum. Emphasis has been placed on developing children's knowledge, skills and understanding through experiential learning, learning by doing and by solving real life problems both indoors and outdoors. The seven areas of learning are:

- Personal and Social Development, and Well Being.
- Language, Literacy and Communication Skills.
- Mathematical Development.
- Bilingualism and Multi-cultural Understanding.
- Knowledge and Understanding of the World.
- Physical Development.
- Creative Development.

The Foundation Phase was introduced on a statutory basis in September 2008. It will aim to give all children the best start in life as learners. Roll out will be complete by July 2011. Specific training is being provided for all staff involved in the Foundation Phase, including the non-maintained sector and schools' staff.

The Partnerships outcome for **Priority 3** within the plan is:

- **Good quality part-time education is provided for three year olds.**

#### **Priority 4 - Parenting**

The evidence suggests that children's social and emotional development is strongly influenced by parenting. Being a 'good parent' can be difficult and for some parents the task is made even harder by their own circumstances or experiences. There is now clear evidence that parenting can be supported and improved and that this leads to better educational and behavioural adjustment in children. This is a process that should begin during pregnancy and continue throughout childhood.

The Welsh Assembly Government has put parenting at the heart of their plans to improve outcomes for children, young people and their families, through their *Parent Participation Guidance* and the implementation of the *National Service*

*Framework.* The aim is to ensure that parents are better informed, supported and encouraged to have input into their decisions made by the services they access.

A number of principles and considerations exist in terms of providing high quality and supportive services for parents. These include providing a wide range of services to meet individual's needs, recruiting appropriate staff that have the required range of skills to provide accessible and appropriate opportunities for parents to participate in the planning, delivery and evaluation of services.

Agreed partnership outcomes for **Priority 4** are:

- **All parents, particularly those most in need, have the opportunity to influence service delivery.**
- **All parents are able to access relevant and timely information.**
- **Support the parenting of children (Draft Child Poverty Broad Aim 6).**

## Core Aim 2

*Children and young people should have access to a comprehensive range of educational and learning opportunities, including the acquisition of essential personal and social skills.*

Defined by children and young people as, *'To be supported to learn'*

The Core Aim 2 group is responsible for delivering services to young people under the areas detailed below. The delivery and continued improvement of these services are managed through the member's business planning documents and are monitored internally by established performance management arrangements and internal audit, and externally through formal inspection arrangements (reports of which are publicly available). This work will be underpinned locally and regionally in collaboration with partners to improve Welsh medium provision to support the objectives of the Welsh Education Scheme.

Core Aim 2 areas of responsibility include:

### *Raising Standards and Improving Performance in all Educational Settings:*

- Welsh language
- Basic skills in literacy and numeracy
- Gender performance gap
- More able and talented learners
- Equality & diversity
- Improving school performance and performance in other settings
- Primary to secondary transition
- 14 To 19 learning pathways
- Healthy schools
- Outdoor learning experiences

### *Pupil Behaviour:*

- Exclusions
- School attendance
- Personal and Social Education (PSE)
- Bullying
- Children and young people who have offended or are at risk of offending

### *Pupils with additional learning needs:*

- Child protection
- Pupils with special educational needs (SEN)
- Pupils with a disability
- Looked after children
- Young carers
- Young parents and pregnant young women
- Children & young people from gypsy or traveller backgrounds
- Ethnic minority groups

Pupils with medical needs  
*Raising Standards of Education for Children and Young people not educated in School:*

25hrs education - education other than at schools (EOTAS)  
Attainment of pupils attending alternative education.  
Attendance of pupils attending pupil referral and alternative education units.

*Conwy School Modernisation Agenda:*

Managing school places  
Home to school transport  
Management of the education services property portfolio

*Youth Service:*

Inclusive provision  
Welsh language  
Planning provision

For the next 3 years Core Aim 2 will work in partnership on three joint priority areas, which will aim to deliver measurable improvements in key areas. These priority areas were identified through our needs assessment and are in line with national priorities, including the WAG Child Poverty Strategy.

**Priority 5 – Accreditation**

**Priority 6 – Not in Education, Employment or Training (NEET)**

**Priority 7 – Inequalities in education**

**Priority 5 – Accreditation**

Accreditation can provide a sense of achievement and increased self-esteem, especially for those who have had negative experiences of formal education. It can give children and young people the motivation to engage with new activities, increase credibility with employers and provide progression to apprenticeship, further education and employment.

In 2008 the partnership recognised opportunities to maximise and develop new and existing accreditation systems to ensure both formal, and non-formal achievements, were recognised.

Agreed partnership outcome for **Priority 5** is:

- **Children and Young People will have the opportunity to receive accreditation (in either Welsh or English) through both formal and informal learning experiences.**

**Priority 6 – Not in Education, Employment or Training (NEET)**

In addition to improving basic skills, educational outcomes and access to appropriate learning, actions to reduce the number of children and young people who are not in employment, education or training are crucial, as it is recognised that young people who enter unemployment at an early stage of their adult life are at risk of entering poverty for a sustained period of time.

Agreed Partnership outcome for **Priority 6** is:

- **Young people on leaving statutory education enter further education, training or employment to include: Young people take advantage of employment opportunities (Child Poverty Broad Aim 12) and Young people participate effectively in education and training (Child Poverty Broad Aim 11).**

### **Priority 7 – Inequalities in Education**

The Child Poverty Strategy recognises that important policy actions such as improving basic skills, educational outcomes, and access to appropriate learning / training opportunities, can prevent children and young people entering into poverty. Actions to reduce educational inequalities are central in the new Children and Young People's Plan.

Agreed Partnership outcomes for **Priority 7** is:

- **'Children and young people are equipped with basic skills to enable them to fully access their next stage of education, training or employment' to include: To reduce inequalities in educational attainment between children and young people (Child Poverty Broad Aim 5).**

## Core Aim 3

*Children and young people should have the best possible physical and mental, social and emotional health, including freedom from abuse, victimisation and exploitation.*

Defined by children and young people as, *'To be healthy, happy and safe'*

Core Aim 3 relates to all children and young people and has a wide remit of service areas, which include those listed below. Education, Health, Social Services, Voluntary Sector, and Local Safeguarding Board provide relevant support as part of their core duties and are crucial to ensure the welfare and well-being of children and their families. Core Aim Group 3 will ensure all relevant areas are monitored, this will include:

- Generic health
- Access to services
- Dental care
- Healthy lifestyle
- Healthy eating
- Smoking
- Substance misuse
- Vulnerable children and young people
- Children in need
- Young carers
- Looked after children and care leavers
- Emotional and mental health
- Safeguarding
- Local Safeguarding Board
- Domestic abuse
- Children with disabilities
- Autistic Spectrum Disorder (ASD)

Over the next three years Core Aim Group 3 will work in partnership on four joint priority areas, which will aim to deliver measurable improvements in key areas as identified through our needs assessment and in line with national priority areas.

**Priority 8 - Healthy lifestyle**

**Priority 9 - Emotional and mental health**

**Priority 10 - Vulnerable children and young people**

**Priority 11 - Safeguarding**

## **Priority 8 – Healthy lifestyle**

Promoting better health is a major policy aim of strategies such as the National Service Framework for Children and Young People and Maternity Services and Health Social Care and Well-being Strategy. These strategies alongside other local plans for health, dental care and substance misuse aim to raise the profile of health improvement and issues such as access to information and services for children and young people. There is a strong emphasis on prevention activities which aim to reduce risk taking behaviour, minimise long-term health effects and the incidence of chronic conditions in adult life. For the purpose of this plan it is vital that there is congruence between all local plans in terms of priorities, target setting, and co-ordinated service delivery.

Within the Betsi Cadwaladr University Health Board 'Upstream Prevention and Wellbeing Local Development Plan', Tobacco control has been identified as a priority due to the population health impact of this intervention. Although less clarity exists around interventions to address problems associated with rising obesity. In terms of challenges posed for the future, this is also recognised as a priority. In the absence of reliable and comparable data regarding obesity in children and young people, there is reliance upon the trends in adults. Research has focused on the links between diet and nutrition, prevailing health inequalities and the benefits of physical activity.

Agreed Partnership outcomes for **Priority 8** are:

- **Children and young people have access to appropriate and timely healthcare programmes and provision to include: Reducing inequalities in health between children and between their parents, so far as necessary, to ensure children's well-being (Child Poverty Broad Aim 7).**
- **All children have access to relevant sexual health information and service provision.**

## **Priority 9 - Emotional and mental health**

This is the promotion of positive emotional and mental well-being for a variety of mental or emotional health difficulties, disorders and syndromes.

There is a shortfall in services in this area and various elements are needed before an effective service can be provided to improve the delivery of therapeutic programmes. These elements are as follows:

- Raise awareness of availability of different tiers of services amongst other professionals.
- Deliver mental health and support training to professionals from Tier 1

- Provide information to the partnership which relates to all provision for this client group.
- Analyse the gaps in service provision and information.
- Develop accessible services.

Agreed Partnership outcomes for **Priority 9** are:

- **Promote positive emotional health and well-being in all children.**
- **All children and young people that require specialist services have access to good quality and timely provision.**

### **Priority 10 - Vulnerable children and young people**

Social care provision in Conwy is delivered by the Local Authority Children and Families Services. The overall service aim is to reduce vulnerability and promote resilience of families, children and young people. There are three service delivery teams:

- Fieldwork Services are care teams who assess, analyse and plan services for children and young people and their families. They ensure that children and young people (including children and young people with disabilities), are protected and nurtured. They also work to prevent family breakdown. When necessary these workers initiate court proceedings in order to safeguard children.
- Care Resources are responsible for the management and provision of fostering, adoption and residential care. A key area of work has been the development of a Placement Strategy which takes into account the factors which are fundamental to the process of effective commissioning of placements and services for Looked after children.
- Family and Community Resources focus on prevention and rehabilitation and deliver services targeted at the assessed needs of the child, young person or family, and on building resilience and reducing vulnerability, which support the Social Worker in managing risk. The service includes the Parent Support Team, Sessional Support, Accommodation Support, Community Resource Team, Therapeutic Services, Drug and Alcohol Team and Sure Start.

Agreed Partnership outcomes for **Priority 10** are:

- **All of the most vulnerable children and young people can access mainstream and targeted services.**

### **Priority 11 - Safeguarding**

The Local Safeguarding Children's Board is the multi-agency forum for agreeing how local child protection services should be planned, delivered and monitored.

The Local Safeguarding Children's Board came into being on 1 October 2006 as a requirement under the *Children Act 2004*, and replaces the Area Child Protection Committee which had been in place since 1996. It is the statutory body responsible for protecting children and young people from significant harm and for promoting their welfare.

The Conwy Local Safeguarding Children's Board believes that everyone is responsible for safeguarding and promoting the welfare of children and works to achieve this by:

- Leading collaboration across all agencies in the community.
- Developing, monitor and audit implementation of policies and procedures.
- Ensuring appropriate training is available.
- Promoting awareness and action in the wider community.
- Conducting Serious Case Reviews when a child dies or is seriously harmed and abuse or neglect is suspected.

Agreed Partnership outcomes for **Priority 10** are:

- **All Children and Young People's Partnership responsibilities will be incorporated within the Safeguarding Policy and delivery plan that are to be updated and agreed.**

## Core Aim 4

*All children and young people should have access to information, safe play, leisure, sporting and cultural activities.*

Defined by children and young people as, *'To be able to play and take part in activities*

Culture, leisure and tourism are extensive services bringing together many specialist areas that work effectively in partnership with our communities.

Core Aim 4 relates to all children and young people and has a wide remit of service areas that provides relevant support as part of their core duties. The delivery and continued improvement of these services are managed through the members business planning documents and are monitored internally by established performance management arrangements and internal audits. Core Aim Groups 4i and 4l will ensure all relevant areas are monitored and will include:

- Information strategy
- Libraries
- Museums arts events
- Cultural tourism
- Arts, festivals and cultural events
- Libraries and literature
- Museums, galleries and archives
- Tourism
- Participate in volunteering
- Play Strategy
- Sport and leisure activities
- Leisure Facilities
- Public transport
- Access to services for children with disabilities
- Training of coaches and instructors
- Extra curricular sporting activities
- Participation in swimming lessons
- Countryside, parks and open spaces
- Sport, outdoor leisure and active recreation

Core Aim Group 4's priorities for the next three years will be:

**Priority 12 – Information**

**Priority 13 – Culture**

**Priority 14 – Play**

**Priority 15 – Sports, physical activity & leisure**

**Priority 16 – Transport**

## **Priority 12 – Information**

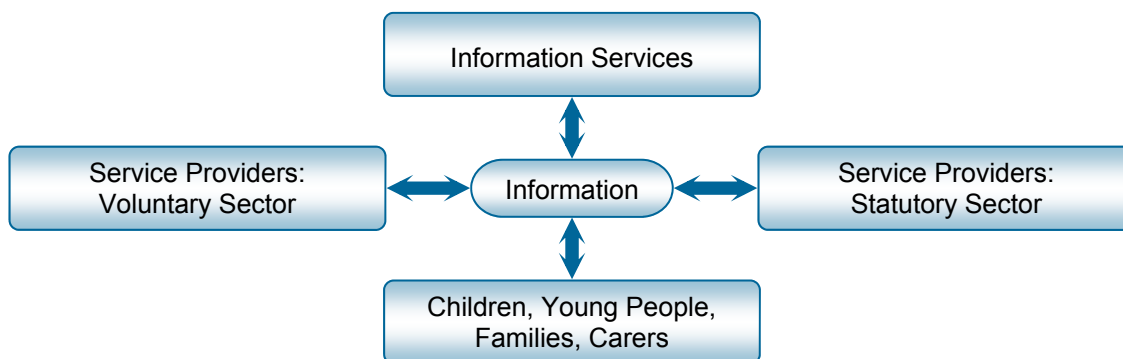
Information to meet the needs of children and young people, families, carers and professionals is critical. This is recognised in legislation and national policies such as the *Childcare Act 2006* and the Welsh Public Library Standards and has always been acknowledged by Conwy's Children and Young People's Partnership.

Conwy's Children and Young People's Partnership has developed an Information Strategy to ensure we provide readable, accessible, high quality and well-researched information for children and young people and those who work with them.

The creation of an Information Strategy has improved information provision and seeks to ensure information is:

- Easy to find and understand.
- Current.
- Available in Welsh and English, in different formats and media, including websites, telephone and person-to-person.
- Accessible to all wherever they live.
- Reliable and timely.
- Impartial.
- Inclusive of all the needs of children and young people, families, carers, and people who work with them.

The Information Strategy provides a four-way information flow as follows:



Agreed partnership outcome for **Priority 12** are:

- **Information is readable, accessible, high quality, well researched for children and young people and those who work with them.**

### **Priority 13 – Culture**

There are a wide range of cultural activities and events currently available in Conwy, delivered by all sectors, private, public and voluntary.

These services include:

- Libraries
- Museums
- Archives
- Conwy arts service
- Conwy expressive arts and music education service
- Events programme
- Cultural tourism

Agreed partnership outcomes for **Priority 13** are:

- **Provision of cultural activity reflects the diversity of the community especially taking into account the needs of children and young people, Welsh language and culture, and sense of place and diversity to include: Reduce inequalities in participation in cultural activities, between children and between parents of children, so far as necessary to ensure the well-being of their children (Child Poverty Broad Aim 10) and in line with ‘The Children and Families Measure’ and ‘Legislative Culture Competence Order’.**

### **Priority 14 – Play**

The Children and Young People’s Partnership has developed a Play Strategy based on locally identified needs that establishes play as a fundamental children’s right in Conwy, based on locally identified needs.

The Children and Young People’s Partnership has developed a detailed proposal based on a multi-agency approach to take forward play in Conwy. The proposal has included the appointment of a Strategic Principal Play Officer and a Children’s Activities Workforce Development Co-ordinator. The Principal Play Officer has been responsible for the development of the Play Strategy, whilst the Children’s Activities Workforce Development Co-ordinator to develop a database to identify relevant skill sets. Extensive work and training has been delivered by the North West Wales Play Forum. We intend to work to secure sufficient play opportunities for children in Conwy by utilising the Play Opportunities section 11 of the Children & Families (Wales) Measure 2010.

Agreed partnership outcomes for **Priority 14** are:

- **Address the barriers to children playing to ensure that children have opportunities for freely chosen play.**
- **Children have time and space to play within their communities which will have a positive impact on children's health and well being.**

### **Priority 15 – Sports, physical activity & leisure**

It is widely acknowledged that the aspirations of the Welsh Assembly Government in relation to leisure activity targets set out in *Climbing Higher* and *Climbing Higher - Next Steps*, will not be met by any single organisation. We also have an expectation placed on us as a partnership to ensure we meet the duties within 'The Children and Families Measure' and 'Legislative Culture Competence Order'.

In Conwy we have many programmes directed towards improving the health, well being and participation of the children and young people of Conwy.

Agreed partnership outcomes for **Priority 15** are:

- **Children and young people have the opportunity to participate in all forms of physical activity to include: Reduce inequalities in participation in sporting and leisure activities between children and between parents of children, so far as necessary to ensure the well-being of their children (Child Poverty Broad Aim 10).**

### **Priority 16 – Transport**

Public transport services are operated by private companies. The Conwy Transport Group works in partnership with these companies and other public bodies to achieve the best network possible within the resources available. This includes paying for bus services to operate under contract where they are not provided on a commercial basis.

Local bus companies in Conwy charge half-price bus fares for young people under 16. If they are over 16, they may be able to get a student or young person's bus pass, depending on what schemes local transport companies are operating.

Over three quarters of bus journeys in Conwy County Borough are now operated by low floor 'Easy Access' buses. Many bus stops on these routes also have high kerbs to make boarding easier.

The 16-25 Railcard (formerly Young Persons Railcard) entitles rail passengers to a 1/3 discount on rail fares throughout Great Britain for a year.

Agreed partnership outcome for **Priority 16** are:

- **Public transport is available at affordable rates for children and young people.**

## Core Aim 5

*All children and young people should be listened to, treated with respect, and have their race, faith and cultural identity recognised.*

Defined by children and young people as, *'To be listened to*

Core Aim 5 relates to all children and young people, and is underpinned by article 12 of the United Nations Convention on the Rights of the Child (UNCRC). Our vision is that Conwy is a place where children and young people are respected and treated as valued members of the community, with an important contribution to make and voices to be heard.

Core Aim 5 is not delivered by specific services or agencies, but rather includes cross-cutting themes across the whole partnership and all partners. All partners and Core Aim Groups therefore have a role to play in achieving this aim.

Areas within the Core Aim include:

- Participation in decision-making (children, young people and parents), which includes: Conwy Youth Council; Conwy Parent Network; Consultation Systems; including hard to reach groups; support, resources and training to increase capacity within partner services and organisations
- Compliments, comments and complaints
- Advocacy (independent, formal, informal and peer)
- Intergenerational work
- Respect and celebrating children and young people (challenging negative stereotypes)
- Promoting children and young people's rights
- Kite-marking
- Welsh language
- Equalities, which includes the following areas in accordance with Conwy County Borough Council's single equalities scheme; race; disability; gender; age; religion and belief; sexual orientation
- New Single Equalities Act 2011 which updates, simplifies and strengthens previous legislation

Core Aim Group 5's priorities for the next three years will be:

**Priority 17 – Participation**

**Priority 18 – Respect and children's rights**

**Priority 19 – Welsh language and equalities**

## **Priority 17 – Participation**

Participation has been defined by the Welsh Assembly Government as:

*“my right to be involved in making decisions, planning and reviewing any action that might affect me. Having a voice, having a choice”*

Its basis is found in article 12 of the UNCRC, and it is recognised in legislation and national guidance and policies such as the *Children and Families Measure 2010*, Local Participation Strategies guidance, and the National Participation Standards for Wales.

Conwy Children and Young People’s Partnership has developed a Participation Strategy, based on the requirements in the Welsh Assembly’s guidance, and on local need. The strategy makes a commitment to ensuring that ‘all children and young people in Conwy are able to participate in all of the decision-making processes which have an impact on their lives’. The partnership has also made a commitment to parent participation in the Parent Strategy.

Both the Participation Strategy and Parent Strategy set out the following mechanisms for ensuring that children, young people and parents can participate:

- Conwy Youth Council
- Conwy Parent Network
- Wider consultation with children, young people and parents
- Consultation systems and procedures to ensure a co-ordinated approach to consultation by partners and organisations
- Participation training, toolkits, resources, and support for partners
- Assessment against the Participation Standards

Advocacy is an important aspect of ensuring that children and young people’s right to be heard is upheld. The Welsh Assembly Government’s Model for Advocacy Services for Children and Young People includes independent advocacy, formal advocacy, informal advocacy, and peer advocacy. The guide puts an expectation on CYPP’s to be involved with commissioning independent advocacy services in particular.

Agreed partnership outcomes for **Priority 17** are:

- **All children, young people and parents have a fundamental part in local decision making, particularly hard to reach groups to include: Help young persons participate effectively and responsibly in the life of their communities (Child Poverty Broad Aim 13).**
- **All children and young people have access to an integrated model for advocacy.**

## **Priority 18 – Respect and Children’s Rights**

Conwy Children and Young People’s Partnership is currently developing a “respect” strategy, which will include the following headings

- Promoting children and young people’s rights
- Promoting positive images and celebrating children and young people
- Promoting positive relationships (e.g. intergenerational work)

The UNCRC underpins every core aim within this plan. The issues of promoting positive relationships and images have become increasingly apparent, and have been pinpointed by the UN Committee on the Rights of the Child as an area for improvement in Wales.

Agreed partnership outcomes for **Priority 18** are:

- **All children and young people are respected and treated as valued members of the community.**
- **Children and young people know their rights and how to obtain them.**

## **Priority 19 – Welsh language and equalities**

The Children and Young People’s Partnership has undertaken a self-assessment of Welsh language youth support provision in Conwy. This has resulted in an action plan which outlines the partnership’s responsibilities with regard to the Welsh language, and a Welsh language statement:

*Conwy Children and Young People’s Partnership endorses the Welsh Language Act to promote the use of Welsh and encourages all partners to ensure that their Welsh Language policies are put into practice. Partners should be alert to meeting children and young people’s bilingual needs. Copies of partners’ policies have been received and kept on file.*

The partnership contributes to the local authority’s annual report to the Welsh Language Board with regard to provision of Welsh language youth support services.

The Children and Young People’s Partnership is fully committed to the values of equality of opportunity for all and will be taking it into consideration in everything that we do. The Conwy Single Equality Scheme is a comprehensive framework which identifies corporate equality and diversity priorities. The partnership undertakes an equalities impact assessment on all strategies and policies.

For the purposes of this section of the plan, we refer to the “equalities” list provided by the corporate equalities impact assessment:

- Race
- Disability
- Gender
- Age
- Religion & belief
- Sexual orientation

Although this priority area is named within Core Aim 5, it is a theme throughout the plan, and each Core Aim Group has a role to play in ensuring that the rights of these groups are upheld and that their needs are met.

Agreed partnership outcome for **Priority 19**:

- **Children and young people have their race, faith and cultural identity recognised.**

## Core Aim 6

*All children and young people deserve the benefit of a safe home and a community that supports physical and emotional well-being.*

Defined by children and young people as, *'To be safe inside and outside of your home'*

Core Aim 6 has a leading role in supporting children and young people being and feeling safe.

North Wales Police, Education Services, Registered Social Landlords, Voluntary Sector and Social Services contribute to this aim as part of their core duties. Core Aim 6 has an overview of:

- Anti – social behaviour
- Criminal damage
- Violent crimes particularly related to alcohol
- Substance misuse
- Reducing youth crime
- Reducing young people as victims of crime
- Serious violence
- Financial abuse
- School liaison programmes
- Fire and rescue services priorities
- Local housing strategy
- Update audit on housing need
- Homeless children and young people
- Affordable housing
- Choice in where families Live
- Secure accommodation for priority needs group
- Reducing youth crime, prolific and other priority offenders
- Loan sharks – Welsh illegal money lending unit

The priorities for the next three year period will be:

- **Priority Area 20 - Housing**
- **Priority Area 21 - Community safety**
- **Priority Area 22 - Accidents and injuries**
- **Priority Area 23 - Anti bullying**

## **Priority Area 20 - Housing**

Conwy's housing strategy sets out how we can create the opportunity for residents: to live in good quality, affordable, housing; to be able to choose where they live; and, to decide whether buying or renting is best for them and their families. The strategy aims to target resources where need is greatest across all tenures and sets out the major priorities in housing for 2007– 2012.

Housing is a central concern to people's quality of life and people's aspirations for the future, are often focussed upon their housing situation. In recent years, Conwy has seen increasing house prices while wages across the area have not risen at the same rate.

Conwy's Housing Strategy is committed to delivering choice in housing, ensuring that needs are met and protecting and revitalising the environment.

The Housing Strategy provides an opportunity to protect and enhance the socio-economic well-being of Conwy's residents and is overseen by a Local Housing Strategy Forum.

Conwy's Local Housing Forum has established three key themes in developing a plan for action, these are:

- Quality Housing - enabling all householders to ensure that their homes are of good quality, in good condition and in safe neighbourhoods.
- Access and Choice - expanding choice in housing, ensuring a provision that meets need and provides the scope to meet demand across all tenures.
- Supporting the Vulnerable - ensuring that all within our communities have access to appropriate care and support to enable them to live independently and safely.

Agreed Partnership outcomes for **Priority 20** are:

- **Residents have an opportunity to live in quality, affordable housing to include: Ensure that all children grow up in decent housing (Child Poverty Strategy Broad Aim 8).**
- **Vulnerable young people within our communities have access to appropriate care and support to enable them to live independently and safely.**

## **Priority Area 21 - Community safety**

Community Safety is a high public priority as it can affect the quality of life for individuals and entire communities. In recent years it has been acknowledged that tackling community safety issues cannot be done by the police alone and that a multi-agency approach can be far more effective.

Community Safety covers a broad area of policy including, but not limited to, policing, crime and disorder, anti-social behaviour, substance misuse, domestic abuse and fire and rescue.

Conwy's Community Safety Partnership was established following the Crime and Disorder Act 1998. Conwy's Community Safety Partnership consists of North Wales Police, Conwy County Borough Council, Conwy County Borough Council Elected Member, North Wales Police Authority, Wales Probation, Betsi Cadwaladr University Health Board and North Wales Fire and Rescue. These organisations are committed to increasing community safety in Conwy through a reduction in crime and disorder. Conwy's Community Safety Partnerships seek to reduce crime and the fear of crime for all those living, working and visiting the county, regardless of age, sex, gender, ethnicity, religion or language differences.

Agreed Partnership outcomes for **Priority 21** are:

- **Children grow up in a safe and cohesive community (Child Poverty Strategy Broad Aim 9).**

### **Priority Area 22 – Accidents and Injuries**

Following Welsh Assembly Government guidance in 2009 a joint Conwy & Denbighshire Local Accident Prevention Coalition group was established. The group are focussing on injuries within the home setting and an action plan for 2010-2011 based on the key recommendations within the 'Working Towards a Child Safety Strategy for Wales' (Children in Wales) has been developed (this specific priority area is being developed through Core Aim 1).

Road Safety Wales has been established to create 'unity from diversity' by developing and sustaining co-operation and interaction between all 22 Local Authorities in Wales and/or agencies with the responsibility for local authority road safety promotion, the Welsh Assembly Government, the four Welsh Police Forces, the three Fire and Rescue services, Welsh Ambulance Services NHS Trust and the Royal Society for the Prevention of Accidents.

Agreed Partnership outcomes for **Priority 22** are:

- **Reduce pedestrian injuries for children aged 5-14 years (Child Poverty indicator).**

- **Reduce road casualties for children aged 0-15 years (Child Poverty indicator).**
- **Reduce emergency admissions for injury & poisoning (by Local Authority).**

### **Priority Area 23 - Anti bullying**

Bullying is described as something that is persistent, about power and that is done on purpose. Bullying can be verbal, non-verbal, physical, emotional or psychological. Lots of bullying behaviour will be more than one of these things. It can be direct action (like threats, intimidation or physical violence) or indirect action (like deliberately leaving someone out).

In Conwy we have established a working group with Youth Council members to consider how the partnership can improve how a child or young person in Conwy can access support from a range of local partners and national bodies.

Agreed partnership outcomes for **Priority 23** are:

- **Children and young people can access support from a range of local partners and national bodies.**

## Core Aim 7

*Intervention to ensure children and young people are not disadvantaged by poverty, rurality, ethnicity or disability.*

Defined by children and young people as, 'To be able to do things without needing lots of money'

Core Aim Group 7 is responsible for the delivery of the Child Poverty Strategy and will oversee and report on the relevant elements identified within the other core aim areas.

Core Aim 7 is not delivered by specific services or agencies, but rather includes cross-cutting themes across the whole partnership and all partners. All partners therefore have a role to play in achieving the thirteen Broad Aims identified by the Welsh Assembly Government.

The group will embrace and drive a new local focus in line with the national Child Poverty Strategy which is to have services that are:

- *Family-focused*, offering families help to improve their chances of escaping poverty, including help getting into work and the right information on benefit issues, as well as help to improve the outcomes for children, with the emphasis on working with families and increasing their ability and confidence to meet challenges;
- *Bespoke*, tailoring help to individual family circumstances, where necessary bending programmes to fit individual family circumstances that are perhaps outside of the norm;
- *Integrated*, with help from different organisations effectively coordinated and ensuring that there is a seamless progression for families between different interventions and programmes;
- *Pro-active*, seeking out families who can benefit from early preventative help and engaging them in longer term change;
- *Intensive*, with a vigorous approach, and relentless focus, adapting the package of interventions as a family's circumstances change, and maintaining that effort with families to ensure successful outcomes; and
- *Local*, reflecting the circumstances of local communities, such as the differences of delivering in rural compared to urban areas, and with effective links into communities.

Many people, particularly those living on low incomes, cannot access mainstream financial products such as bank accounts and affordable credit. Being excluded from mainstream financial services, means that those who can least afford to do so, will end up paying more for their basic needs.

Financial Inclusion is about people having access to an appropriate range of financial products and services, along with the knowledge of how to use them and manage their money effectively. These include:

- Appropriate and accessible banking
- Affordable and responsible credit and savings
- Access to face to face debt advice and money guidance
- Home contents insurance

Financial exclusion imposes real costs on individuals and their families. It also has costs for the communities in which they live. The Welsh Assembly Government's Child Poverty Strategy recognises the link between that strategy and the Welsh Assembly Government's Financial Inclusion Strategy for Wales – Taking everyone into account.

Conwy's Financial Recession Group has produced an Action Plan that ensures the financial inclusion agenda has multi agency and departmental input.

The priority for the next three year period will be:

- **Priority area 24 - Child Poverty**

### **Priority Area 24 - Child Poverty**

Conwy Children and Young People's Partnership is committed to reducing child poverty and has developed a 'local picture' of child poverty using the Child Poverty Solutions Wales - Child Poverty Toolkit (See *Annexe 3*).

In Conwy, we have integrated the child poverty broad themes and child poverty indicators within this Children and Young People's Plan, as we feel the two are intrinsically linked. Core Aim Group 7 will have the responsibility to ensure this information is reported in a coherent and meaningful way to all appropriate bodies.

A number of Conwy's Children and Young People's Partnership projects contribute to the agenda of reducing child poverty in Conwy. These include the Genesis Project and Flying Start. Genesis 2 has been developed in Conwy and aims to further reduce child poverty by addressing the barriers to work, learning and training with a particular focus on increasing the employability of hard to reach individuals and lone parents.

Agreed partnership outcomes for **Priority 24** are:

- **Increase income for households including one or more children with a view to ensuring that, so far as reasonably practicable, there are no households in the relevant income group (Child Poverty Broad Aim 1).**
- **Ensure that as far as possible, children living in low income families are not materially deprived (Child Poverty Broad Aim 2).**
- **Promote and facilitate paid employment for parents in low income families (Child Poverty Broad Aim 3).**
- **Provide low income parents with the skills needed to secure employment (Child Poverty Broad Aim 4).**
- **Families are made aware of and have access to the National Financial Advice Service through the web or telephone and if requested one to one support from a money guide through the Money Advice Service.**



