



## Gateshead Strategic Partnership Steering Group

Tuesday 9 September 2014

To be held in the Whickham Room, Civic Centre

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2:00pm

1. **Apologies**

2. **Minutes**

The minutes of the meeting of the Steering Group held on 21 May 2014

3. **Matters Arising**

2:05pm

4. **Partnership Boards – updates**  
**Partner Updates – Current Issues**

Governance

2:15pm

5. **Elect Chair and Vice Chair**

Strategic Planning

2:25pm

6. **Gateshead Children Plan** (Val Wilson, Gateshead Council)

2:45pm

7. **Healthy Outcomes in Gateshead** (Carole Wood, Gateshead Council)  
Presentation

**Next Meeting:** Tuesday, 25 November 2014 at 2:00pm



## Gateshead Strategic Partnership Steering Group

21 May 2014

### Minutes

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<b>Present:</b>	Cllr Martin Gannon Colin Lowther Joan Moon Margaret Whellans Suzanne Robson Gordon Harrison Dave Escott Ian Atkinson	Gateshead Council Northumbria Police Gateshead Community Network Children's Trust Board Economy Environment and Culture Board NEXUS Tyne & Wear Fire & Rescue Service Involvement Forum
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#### In Attendance:

Marisa Jobling	Gateshead Council
Michael Brown	Gateshead Council
Julie Crichton	Gateshead Council
Charlotte Wainwright	Gateshead Council
Rosalyn White	Gateshead Council

#### 1. APOLOGIES

Apologies for absence were received from Cllr Mick Henry, Gev Pringle, Jane Mulholland, Carole Wood, Neil Adamson, Sandra Brydon, Helen Matthews, Judith Doyle, Ian Renwick, Yvonne Ormston and Martyn Strike.

#### 2. MINUTES

The minutes of the meeting held on 25 February 2014 and the notes from the Welfare Reform Workshop held on 2 April 2014 were agreed as a correct record.

#### 3. MATTERS ARISING

There were no matters arising.

#### 4. PARTNER UPDATES

- **GCN**

The OurGateshead website is due to go live today following its upgrade. There are now over 1000 visits to the site per day.

A successful meeting of the Junior Network was held in April with over 110 young people in attendance. The topic of the meeting was healthy eating and the young people's perspective was sought. 820 questionnaires were handed back and the information is currently being collated and will be reported to the Children's Trust Board in due course.

- **GVOC**

Gev Pringle will be retiring on 12 June 2014, the new Chief Executive is Jenny McAteer who currently works as a Director for Amnesty International in London. The Steering Group was invited to a drop in on 12 June between 12pm and 2pm for Gev's retirement.

- **Children's Trust Board**

Work is ongoing on the early intervention foundation, with a focus on cost benefit analysis. There is also commissioning work underway around the Family Nurse Partnership.

- **Health and Wellbeing Board**

Work is ongoing on the Public Health Service Reviews, the JSNA and a new integrated model on a wellness approach is being developed.

- **NEXUS**

The long term strategy for NEXUS is currently out for consultation. It was noted that it is important that the trains are renewed and any comments are welcomed. It was suggested that a link to the consultation be put on the OurGateshead website and the Council's consultation webpage.

In terms of the Quality Contracts Scheme, this has taken longer than expected and it is hoped that the outcome will be confirmed by September 2014.

A study has been commissioned to look at extending the Metro service over the next 10 years to the Metro Centre and Team Valley. It is possible that some of this would be street running trams. It was suggested that this needs to align with potential park and ride sites which are also being looked into.

## **5. GSP STEERING GROUP**

A report was presented to the Group on the changes to its membership. It was confirmed that Dave Escott has taken over from Mark Gerrard as the Fire and Rescue representative, Jenny McAteer will be taking over from Gev Pringle. It was also noted that Bahal Singh will be standing down as Diversity Forum representative and will be replaced by Vikas Kumar. In addition, Alison Dunn, Chief Executive of the CAB, will become a Voluntary and Community Sector representative.

It was proposed that Chair and Vice Chairs be agreed at September's meeting.

The Group was also provided with the work programme for 2014/15, it was noted that this is a live document and can be amended. The work programme is themed around the reduced meetings and as usual will provide opportunities for Partner updates.

It was confirmed that discussions are still ongoing to find representatives from the business sector, as mentioned at a previous meeting. Contact has been made with the manager of the Trinity Square Tesco and links are being made with the Traders Forum Chair.

It was suggested that the meeting in May 2015 be amended to June to increase attendance.

It was agreed that amendments be made to the membership document as Margaret Whellans is not the Chair of the CTB and Mark Dornan is not the Chair of the HWB.

- RESOLVED -
- (i) That the Group noted the changes to the Steering Group representatives.
  - (ii) That the Group agreed the Steering Group Membership and to the inclusion of Alison Dunn as a Voluntary and Community Sector representative of the Steering Group.
  - (iii) That the Group agreed to elect the Chair and Vice Chair's at the September meeting.
  - (iv) That the Group agreed to the draft work programme.

## **6. MEMBERS HANDBOOK**

The Steering Group received the revised handbook outlining the role of the GSP and its members.

It was suggested that GVOC be included in 'The Gateshead Family' diagram.

RESOLVED - That the Steering Group approved the revised handbook.

## **7. GATESHEAD COMPACT**

The Steering Group received a report providing the revised Gateshead Compact following consultation. It was confirmed that the Compact outlines how all partners will work together with the voluntary and community sector (VCS). It was noted that this is the third Gateshead Compact and nationally has been in place for a decade.

The role of the Compact is to:

- Maintain the strong relationship between the VCS, the Council and other key partners
- Ensure a sustainable and modernised VCS
- Improve communication and joint working between the VCS, the Council and key partners
- Improve services for Gateshead and outcomes for local people
- Deliver Vision 2030 and the Council Plan

The revised Compact recognises major changes and therefore has refocused on shared objectives.

Four shared commitments have been identified in the Compact:

- Strong, sustainable VCS
- Long term planning and transparency in commissioning
- Valuing and enabling volunteering
- Gateshead Communities Together

Consultation on the revised Compact has been held through the CCG, Health and Wellbeing Board and themed partnerships.

Actions will continue to be reported to the GSP Steering Group on a six monthly basis and a further refresh will be undertaken in March 2015.

- RESOLVED -
- (i) That the Steering Group agreed the revised Gateshead Compact 2013-2017.
  - (ii) That the Steering Group agreed that the revised Gateshead Compact will help to deliver the Gateshead Volunteers big idea outcomes in Vision 2030.

## 8. PERFORMANCE

### Vision 2030 – 6 Big Ideas

A report was presented on the year end performance for each of the Big Ideas.

In terms of City of Gateshead it was reported that child poverty has reduced from 24.8% to 23.2% which is below the regional average. Achievements around the Global Gateshead idea has been the successful Gateshead and Komatsu youth exchange. In relation to the Creative Gateshead big idea this has been the eighteenth year running that the percentage of pupils achieving five or more A\*-C's at GCSE has increased. In terms of Sustainable Gateshead three successful funding bids have been submitted for green infrastructure projects, at Team Valley, Derwent Valley and Dunston Staiths. It was reported that progress has been made around the Gateshead Volunteers idea with the continuation of Volunteers Month in June. 39 events have been planned by the VCS and a celebratory Ceilidh will be held on 27 June.

The point was made that active and healthy work for disabled people is ongoing alongside the JSNA work with Public Health and the CCG. However, it was noted that there are still barriers around referrals from GPs to access health services. It was agreed that this issue would be highlighted to be discussed through the Health and Wellbeing Board.

It was reported that work is ongoing around the Vision 2030 Refresh with outcomes being matched to milestones. The final version will be reported to the Steering Group in November.

- RESOLVED -
- That the Steering Group agreed that the progress and achievements made on each big idea over the last 12 months contributed to the outcomes of Vision 2030.

### Community Safety Board and Safeguarding Adults Boards – Progress Update and Strategic Plans 2014/15

A report was presented around the strategic plans for the Community Safety Board (CSB) and Safeguarding Adults Board (SAB).

In terms of community safety performance it was reported that Gateshead CSB remains the best performing Community Safety Partnership among the 14 other similar groups. Across the region crime has increased by 11% over the last 12

months, however Gateshead continues to be one of the safest places in Tyne and Wear. It was noted that 13% of all crime in the last 12 months was influenced by alcohol.

In relation to safeguarding adults performance, the number of safeguarding alerts received in Gateshead has increased by more than 40%. Also, the number of alerts progressing to referral has increased by a fifth. It was noted that neglect was the most common type of abuse reported and there has been an increase in incidents of financial abuse as well as an increase in discriminatory abuse.

It was reported that Deprivation of Liberty Safeguards (DoLS) threshold has been lowered following the Cheshire West judgement. Therefore, higher numbers of DoLS applications will be expected in 2014/15.

The plan for 2014/15 is to bring together the plans for CSB and the SAB to provide a more streamlined approach. In relation to the CSB, the themes and priorities of its plan are;

- People – protecting and supporting the most vulnerable people in our communities
- Place – ensuring Gateshead remains a safe place to live, work and visit
- Engagement – engage with our residents to strengthen and develop links and promote the work of partners.

The priorities for the SAB were identified as;

- Prevention – use all available resources to identify any safeguarding issues at the earliest possible opportunity and to protect adults at risk
- Partnership – work with partner agencies to strengthen our approach to protecting adults at risk
- Policy – develop and implement policies and procedures that will protect and support adults at risk

It was suggested that better links with children and young people should be referenced through the priorities, for example YOT figures and links with the LSCB.

- RESOLVED -
- (i) That the Steering Group agreed that the progress is delivering aspirations for Gateshead people set out in Vision 2030.
  - (ii) That the Steering Group agreed to the priorities of the Community Safety Partnership Plan to be reflected in the refreshed Vision 2030.

## **9. ANY OTHER BUSINESS**

Thanks were given to Gev Pringle, Mark Gerrard and Bahal Singh for their work on the Steering Group and it was agreed that the Chair would write letters of thanks on behalf of the GSP Steering Group.

## **8. DATE AND TIME OF NEXT MEETING**

The next meeting will take place at 2.00pm on Tuesday 9 September 2014, in the Whickham Room, Gateshead Civic Centre.



## Gateshead Strategic Partnership Steering Group

Tuesday 9 September 2014

### Children Gateshead Plan 2014-17

#### **Purpose of the report**

1. To provide the Gateshead Strategic Partnership Steering Group with the Children Gateshead Plan 2014-2017 (Appendix 1) for endorsement.
2. This plan sets out our priorities for children young people and their families. It is about children and young people but it also addresses the wider issues of family and community which have an impact on life chances, aspiration and success.

#### **Vision 2030 context**

3. The Gateshead Children's Trust is one of the four Partnership Boards of the Gateshead Strategic Partnership, which help to deliver Vision 2030.
4. The Children's Trust has produced a revised Children and Young People's Plan 2014-2017 to help achieve the outcomes within Vision 2030 that relate to Children, Young People and Families in Gateshead.
5. The Children and Families Plan concentrates on the key areas where partners working together need to make a difference. It is a single plan about the needs, priorities and services for children, young people and their families and has been developed by the partner organisations that form Gateshead's Children's Trust.

#### **Background**

6. Children Gateshead was adopted as the Children and Young People's Plan (CYPP) and Child Poverty Strategy in 2012, following a period of extensive consultation, including the Child and Family Poverty Commission.
7. The development of a CYPP is no longer a statutory requirement, but in Gateshead the Children's Trust Board has agreed the need for a strategic plan to inform its priorities and to monitor progress.
8. In 2012, the Children's Trust Board identified four strategic objectives for partners to achieve, backed by a new focus on commissioning as the basis for how we will deliver them:
  1. Safeguarding children and young people
  2. Tackling poverty
  3. Starting and staying healthy and safe

#### 4. Attainment, achievement and ambition

##### **Development of the Plan**

9. The plan (see Appendix 1) describes how partners will work together to mitigate the effects of child poverty on the life chances of children and young people. The aim is to improve outcomes for all children and young people and their families, with a particular focus on those who are disadvantaged.
10. Building on progress so far and through consultation, priorities have become more defined and sharpened to enhance their focus on key areas of challenge:
  - Safeguarding children and strengthening families – from early help to statutory social care
  - Tackling child poverty and raising families' income
  - Reducing risk and promoting resilience – giving children the best start in life
  - Education – opportunity and achievement for all
11. Over the next 3 years work will continue on these sharpened priorities and further developing the action plans that lie behind them.
12. Gateshead Children's Trust is committed to delivering services to children and young people and families that are:
  - Flexible and timely responsive to the needs of the child and of the family
  - Commissioned on the basis of robust needs assessment
  - High quality services – monitored and quality assured
  - Built around empowerment and personalisation

##### **Recommendations**

13. The Steering Group is asked to:
  - i. consider the revised Children Gateshead Plan 2014-2017
  - ii. agree that the priorities of the Children Gateshead Plan 2014-2017 will help us deliver the outcomes in Vision 2030
  - iii. endorse it as a partnership plan.

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**Contact:** Martin Gray, Gateshead Council

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# *Children Gateshead*

## **The plan for Children, Young People and Families In Gateshead**

**Gateshead Children's Trust**

**2014-2017**

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# Foreword

**I am delighted to present to you the new plan for children, young people, and families in Gateshead.**

**I remain so proud of the work we all do in Gateshead to secure the best outcomes for children and young people, despite the huge challenges many families are facing. The desire amongst all organisations to continue to work together, to share ideas, information and good practice is what sets us apart, and will enable us to stay focused at a time of great change.**

**We should be immensely proud of what we continue to achieve – reducing youth offending rates, great school results, the way our social care and family support staff continue to deliver excellent levels of care and help for families, and the hugely valuable contribution of the voluntary and community sector in helping to tackle poverty on the ground.**

**There is no doubt these challenges will continue, and that is why this plan is so important. It sets out how we want to work, how we are organising ourselves and what we will do next. There are big issues in here, from learning from and embedding the learning from the Families Gateshead programme, to ensuring that families get early help when they need it and ensuring that we continue to deliver high standards of education for all children.**

**I'm confident that together we are clear about where we want to be, and that this plan sets out how we will get there.**

**I look forward to continuing to work with you to make it happen.**

**Cllr Douglas**

# Introduction

This plan sets out our priorities for children young people and their families. It is about children and young people but it also addresses the wider issues of family and community which have an impact on life chances, aspiration and success and so is more closely related to Vision 2030 the overall community strategy for Gateshead.

## Vision 2030

The Vision for Gateshead is:

***Local people realising their full potential, enjoying the best quality of life in a healthy, equal, safe, prosperous and sustainable Gateshead.***

Our Plan focuses on the application of this vision to children, young people and families, recognising that we need to do more to create the opportunities for young people to flourish by addressing some of the key barriers and challenges facing them and their families.

The Children and Families Plan concentrates on the key areas where partners working together need to make a difference. It is a single plan about the needs, priorities and services for children, young people and their families and has been developed by the partner organisations that form Gateshead's Children's Trust.

## Role and purpose of plan

This plan is the key document for all partners delivering services to children, young people and their families in Gateshead. It sets out:

- The vision that we have for our children and young people
- The key priorities and actions we commit to undertaking in partnership
- The improved outcomes we want to achieve for children and young people

Our plan describes how partners will work together to mitigate the effects of child poverty on the life chances of children and young people. We aim to improve outcomes for all children and young people and their families, with a particular focus however on those who are disadvantaged.

## National Picture

National policy has changed and there is an increasing focus on localism – enabling local authorities and their partners more flexibility to do things differently at a local level, and removing some of the duties and requirements around structure, planning and performance. Local areas are encouraged to develop their own approaches to their own local challenges. Funding has changed too – there is less funding available for initiatives and projects now and an increasing focus on payment by results as a model for ensuring the right services are developed.

Over the last 2 years the way health services are commissioned and delivered has changed with a reorganisation that saw public health return from the NHS to the Local Authority and the newly established Public Health England (PHE).

The way the welfare system works is a major factor in influencing what we need to do at a local level, especially with significant reductions in public sector funding over the next few years.

Government policy puts significant emphasis on early intervention services to ensure that all children have the best possible start in life. Increasing scrutiny across all services for children, including education, echo this message – that only ‘good or better’ is good enough in order to provide children with the support they need to develop to their full potential.

Through this plan Gateshead Children’s Trust seeks to reaffirm its commitment to children, young people and their families and aims to address the inequalities in health and life chances that exist between children living in disadvantaged circumstances and those in better-off families to ensure all children and young people get the best possible start in life.

## Our Approach

At a time of significant change, it is more important than ever that all partners agree a shared vision, principles and objectives for how we work, and how we make a difference to the lives of children and young people and their families.

We need to focus on;

- empowering families as the primary influence in children’s lives.
- tackling the root causes for family difficulties rather than addressing the symptoms of failure
- more integrated, responsive and personalised services that can intervene earlier and prevent problems from getting worse.
- progressively shifting resources towards prevention and early intervention to reduce the demand on specialist and crisis services, and to do this we need to focus on early identification of those children and young people with high risk factors, and design new ways of supporting them.
- addressing entrenched and acute problems faced by some families around debt and low incomes

# Our key principles

## Vision

Our aspiration and vision for our community is that “all children and young people are empowered and supported to develop to their full potential and have the life skills and opportunities to play an active part in society.” We will achieve this through a focus on commissioning - basing what we do on continuous process of needs assessment listening to the voices of the children and families of Gateshead, testing out how best to respond to need and holding deliverers to account for their performance.

We recognise that Gateshead is changing in response to economic and regeneration opportunities. Our aim is to equip our children and young people to contribute fully and reap the benefits of growth and innovation. In achieving this aim we will provide support to our children and young people in all areas of their lives to promote their intellectual, physical, emotional and spiritual well-being. Alongside our identified priorities there are a number of strategic steps that will underpin the work of the partnership and will be the focus of significant work.

## Focussing on vulnerable groups

Collectively the Children’s Trust want the best for all children and families who live in Gateshead but recognise that some need more help than others. The Children’s Trust recognises the need to target services at those children and families within our communities whose circumstances make them more vulnerable. The Council has a clear role as corporate parent will aim to make the aspirations and attainment of our Looked after Children and Care Leavers their highest priority. The Children’s Trust will ensure that additional support is provided for vulnerable children to ensure their mental and physical health and wellbeing.

## The Principles underpinning this plan are:

1. Involving, respecting and hearing the voice of young people
2. Giving all children and young people the best chance of success
3. A focus on families
4. Early intervention and prevention
5. Focusing on outcomes and what works – taking an evidence led approach

# Priorities

In 2012 we identified four strategic objectives for partners to achieve, backed by a new focus on commissioning as the basis for how we will deliver them:

- 1. Safeguarding children and young people**
- 2. Tackling poverty**
- 3. Starting and staying healthy and safe**
- 4. Attainment, achievement and ambition**

## *Safeguarding children and young people*

*We identified the main challenges in 2011/12 as:*

- *Rising numbers of children subject to child protection plans*
- *Increasing numbers of children being taken into care*
- *Continuing concerns over the levels of children and families living in poverty*
- *The prevalence and impact of domestic violence, alcohol and drug abuse in families*
- *Preventing young people from being involved in youth crime*
- *The particular issues faced by families with multiple needs where traditional ways of working do not seem to work*

## *Progress so far*

### **During the last two years we have**

- Embedded an effective approach to safeguarding and child protection – validated within Inspection of child protection arrangements in March 2013.
- Established an ongoing dialogue between schools and the front door children's social care (R&A)
- Developed and Early Intervention Strategy which has been signed up to by partners
- Established the Family Intervention Team to deliver targeted provision to families and are the cornerstone of our FamiliesGateshead programme.
- Commissioned the Voluntary sector to deliver a new family stability programme with a Payment By Results element
- We have reduced the number of young people entering the youth justice system
- Increased the use of family group conferencing as an effective intervention to support positive family functioning
- Placed greater emphasis on corporate parenting role for our looked after children

## Tackling poverty:

We identified the main challenges in 2011/12 as:

- *Increasing Child poverty rates*
- *Working age people on out of work benefits reduced*
- *Cultures and low aspiration and low ambition in families and communities*

Progress so far

### During the last two years we have

- Built on the FamiliesGateshead programme to raise profile of worklessness within families
- We have developed stronger links with Family Wise through our use of CAF and TAFs
- We have continued to work with Credit Unions and through the front line services to address issues of low income, debt and lack of access to affordable credit.

## Starting and staying healthy and safe:

We identified the 4 main challenges in 2011/12 as :

- *Getting the best start in life: infant mortality and low birth weight; breastfeeding and immunisation rates*
- *Mental health and emotional health and wellbeing*
- *Lifestyle choices, including sexual health and substance misuse amongst young people*
- *Childhood obesity – physical activity and healthy eating*

Progress so far

### During the last two years we have

- Developed a Risk and Resilience model around risk taking behaviour and building capacity
- The Healthy Schools programme has been delivered across schools in Gateshead with all school plans underpinned by emotional wellbeing
- We have expanded the number of Health Visitors working in Gateshead's, ensuring that those families most in need of support receive the most targeted interventions
- We have expanded the Family Nurse programme
- We have reviewed school nursing to inform the remodel of existing services
- Implemented a new model for CAMHS across South of Tyne and Wear

## Attainment, achievement and ambition

We identified 4 main challenges in 2011/12:

- *Refocus services to support the role of schools in driving forward achievement*
- *Improve levels of attainment for all children*
- *Implement a new approach to Special Educational Needs*
- *Develop our approach to 14-19 education, including for those with additional needs*

### *Progress so far*

- Developed the Early Years SEN Team emphasising inclusion, with some specialist provision
- Strengthened the role of REALAC in supporting education of Looked After Children
- Developing our approach for children with Special educational needs through the tranSEND pathfinder and its focus on Integrated assessment and planning, 0-25 approach, Key working, Personalisation and personal budgets
- Roles and responsibilities clearer at Education Improvement partnership but a developing marketplace

# What's changing for 2014-17

The priorities we have worked on over the last 2 years remain fundamental to improving the outcomes for the children and families of Gateshead. Building on our progress so far and through consultation our priorities have become more defined and sharpened to enhance their focus on our key areas of challenge.

1. **Safeguarding children and strengthening families – from early help to statutory social care**
2. **Tackling child poverty and raising families incomes**
3. **Reducing risk and promoting resilience – giving Children the best start in life**
4. **Education – opportunity and achievement for all**

## *Safeguarding children and strengthening families – from early help to statutory social care.*

Our first priority is to ensure children and young people in Gateshead are safe. Research and lessons from practice shows that a secure family with strong parental role models is highly influential in a child's wellbeing and development.

Our overall approach should therefore be to ensure that we take a whole systems approach to safeguarding and child protection

1. Ensure that there is a range of broad provision to support families, and that there is information and advice available for those that need it;
2. Support families through targeted programmes where there is a risk of poor outcomes for children and young people;
3. Intervening in families where more specialist support is required to prevent family breakdown;
4. Ensure we have effective approaches to referral and assessment, safeguarding, child protection, fostering and adoption where families are not able to bring up children safely, and where the Council needs to intervene to ensure child safety.

**Early Help** - Embedding our work on early intervention is imperative. We know that early identification and early intervention are key to preventing poor outcomes for children and that providing family support at the earliest point can stop issues escalating.

Early intervention in childhood can help reduce physical and mental health problems and prevent social dysfunction being passed from one generation to the next ([Early intervention: the next steps](#)). Evidence shows that poor social and emotional wellbeing predicts a range of negative outcomes in adolescence and adulthood. For example, negative parenting and poor quality family or school relationships place children at risk of poor mental health.

We are continuing to work with the Early Intervention Foundation (EIF) as one of 20 early Intervention Places in 2014/15 to ensure that the latest research and evidence of good

practice underpins our approach. The purpose of the EIF is to advocate for early, rather than remedial, intervention, rigorously assess what works on the ground and advise those planning and delivering services to ensure children, young people and families get the best support possible. Within this framework

1. We will be reviewing the role and remit of children's centres to enhance the offer for families stepping down from more targeted or specialist services.
2. We will step up our 'think family' approach in all we do as a more effective model of providing support. We will reinvigorate our CAF and Team Around the Family (TAF) approach.
3. We will place greater focus on how we assess and plan to ensure families receive the services they need and take account of risk.
4. We will develop our parenting to ensure parenting programmes are delivered within an holistic family support plan and complemented by 1:1 work.

A Regional Assessment Framework was approved by all 12 Local Authorities in September 2013. The framework highlights the need for all assessments to provide a level of understanding about children and the families to enable appropriate plans to be put in place that build on child and family strengths and addresses the areas requiring change in order to improve the child's outcomes and keep them safe.

### *Tackling child poverty and raising families incomes*

Poverty, and the impact of welfare reform in particular, continues to be a major challenge for partners in Gateshead. Central to this is a need to raise income levels in families. Poverty and money worries stop families from participating in other activity. It is a major contributor to mental wellbeing, and a major source of domestic issues, including domestic violence.

Tackling poverty is therefore a key focus for all partners. Traditionally this has been seen as about getting people into work, but there is increasing evidence that 'in work poverty' is an increasingly important challenge, linked to low wage levels and zero hours contracts, part time and other flexible labour market initiatives

1. We will work with Credit Unions to develop their offer and promote their take up as part of a refreshed Financial Inclusion Strategy.
2. We will support into employment through targeted activity, including the ESF family Wise programme
3. We will support young people into education, employment or training including through SPARC, Youth Contract, traineeships and apprenticeships
4. Embed advice, guidance and support as part of a new children's centre offer

The Government is currently consulting on better ways to understand and measure Child Poverty. Gateshead Youth Assembly have been involved in looking at this across the region. We will continue to listen and work with the Youth Assembly to ensure their knowledge and ideas improve how we support families where money is a challenge.

## Reducing risk and promoting resilience – giving Children the best start in life

There are significant health challenges for Gateshead and some clear gaps in performance against the national picture or best performance. We know that early years are critical to improving health in Gateshead – specifically the prenatal period to 2 years old, so early identification and early intervention are key to giving the best start in life. We also know that 1 in 10 women will suffer from post natal depression which can adversely affect attachment with their child. It is crucial that these women are identified and supported appropriately.

We also know that emotional resilience underpins the wellbeing of young people and provides the bedrock for moving into adulthood. Social and emotional wellbeing creates the foundations for healthy behaviours and educational attainment. It also helps prevent behavioural problems (including substance misuse) and mental health problems. That's why it is important to focus on the social and emotional wellbeing of all our children and young people.

The importance of social and emotional wellbeing in relation to healthy child development is set out in a joint Department for Education and Department of Health publication, 'Supporting families in the foundation years' (2011). The primary aim of the foundation years (years 0–5) is defined as: 'promoting a child's physical, emotional, cognitive and social development so that all children have a fair chance to succeed at school and in later life'. The new 'Statutory framework for the early years foundation stage' (Department for Education 2012a) makes personal, social and emotional development a cornerstone of early years learning and education.

1. We will develop an integrated approach covering children from pre-birth to 19 ensuring targeted and universal activities form the cornerstone of our multi-agency strategy to promote and support social and emotional wellbeing in children and young people.
2. 0-19 approach as a framework for integration of health visitors, school nursing and revised children's centre offer
3. We will review how emotional wellbeing and mental health support are delivered in Gateshead to ensure a responsive and child focused approach.
4. We recognise that the emotional health and wellbeing of parents is crucial to their ability to provide positive parenting. We will work with adult services to explore models of intervening such as Counselling and family therapies.
5. We have learnt that developing a family approach to address lifestyle issues such as obesity is more effective.

We will ensure that there are key issues around risk taking behaviour such as around the use of alcohol and drugs and sexual behaviour including the continuing issue of teenage pregnancy.

1. We will focus on a wellness model to reducing risky behaviour around drugs, alcohol going missing, sexual health, preventing youth crime and supporting young people.

2. We will continue to prioritise the promotion of sexual health and the reduction of teenage pregnancies –we will review sexual health services to ensure young people have access to appropriate services that intervene effectively.
3. We will target smoking particularly mothers who continue to smoke during pregnancy.
4. We will build on our partnership approach to drug and alcohol support services ensuring appropriate interventions are delivered for young people recognising that this work is crucial in preventing substance misuse escalating and becoming a behaviour pattern for later life

## Education – opportunity and achievement for all

Reform of the national education system through the Education Act 2011 has created a more autonomous system for schools, repositioned the financial landscape, and introduced diversity of school type into the marketplace. In addition, the role of the regulator Ofsted has shaped and changed, bringing a greater focus on teaching standards and performance outcomes.

We know that educational attainment is one of the key determinants of future success. We will therefore focus on:

1. Working with schools to ensure the best possible educational provision is available
2. Ensure that we are providing the right types of support for those young people who need additional support and help outside school or in different environments, including a specific role in implementing the Children and Families Act proposals around Special Educational Needs and Disabilities
3. Ensure we have effective way of supporting young people through the raised participation age, and into other forms of education , training or employment.

## How we Deliver

Gateshead Children’s Trust is committed to delivering services to children young people and families that are

- Flexible and timely responsive to the needs of the child and of the family
- Commissioned on the basis of robust needs assessment
- High quality services – monitored and quality assured
- Built around empowerment and personalisation.

## Resources

We know that resources are stretched, this strategy seeks to deliver services that encourage the moving of resources downstream by intervening early and reducing the need for high end expensive services.

Gateshead’s Children’s Trust is the accountable body for delivery of this plan. It will be the body which allocates and approves resources; holds partners to account for delivery; and takes a lead on engaging and involving children, young people and parents. The Children’s Trust will work closely with the Health and Wellbeing Board (HWB) to integrate the Children’s Trust commissioning priorities with the priorities of the HWB.

## Knowing what we do makes a difference: We have an outcomes framework that;

- will ensure children and families are able to voice their feedback about services.
- will ensure children and families are involved when we review how services are delivered to make sure they
- will improve the performance management and audit programme so that it is sharply focused on how services work to improve outcomes for children.
- will take action to effectively evaluate practice and efforts to reduce risk, including reporting on the quality of work and whether outcomes for children have improved.

## Trained and supported to work with families: A Skilled and Committed Children's Workforce

We want to ensure that the Children's workforce in Gateshead have the core skills to be able to identify, assess and intervene to support families. Practitioners need to be able to provide meaningful assessments in their work with families. Each assessment to involve *'the methodical collation of information which allows the practitioner to identify, through analysis and evaluation, the risks to, and the needs of, the child(ren) and family.'* (Regional assessment framework Sept 2013)

Risk assessment has not traditionally been included in the Common Assessment Framework (CAF) and work will need to be undertaken with the children's workforce to ensure that assessment of risk can be undertaken effectively. Successful assessment and management of risk will be predicated on supportive management where managers have the skills to support, facilitate reflection with practitioners on their practice and challenge thinking and decision making.

We want to equip all practitioners with the skills they need in order to develop trusting relationships with vulnerable families and adopt a non-judgmental approach, while focusing on the child's needs.

This plan is underpinned by our workforce strategy that focuses on equipping practitioners to:

- identify the strengths and capabilities of the family, as well as factors that pose a risk to the child's (or children's) social and emotional wellbeing
- talk about the aspirations and expectations for the child
- seek to understand and respond to perceived needs and concerns
- discuss any risk factors in a sensitive manner to ensure families do not feel criticised, judged or stigmatised
- collect, consistently record and share information as part of the common assessment framework (CAF) for integrated team working and to ensure for continuity of care and avoid multiple assessments.

In order to ensure we get a rounded picture of what is going on for families we will develop improved practice in relation to Quality of Assessment modelling our approach on the Regional framework and taking into account the 4 assessment domains

- the child's developmental needs, including whether they are suffering or likely to suffer significant harm;
- parents' or carers' capacity to respond to those needs;
- the impact and influence of wider family, community and environmental circumstances; and
- assessment of risk

We will work with practitioners to improve our support and care planning to ensure plans are outcome focussed, time limited specific and address the needs identified in the original assessment.

We will develop a shared offer across the Children's Trust for family support workers - a set of universal skills that provide practitioners with the expertise to;

- develop clear outcome focussed plans as a result of analytical assessments
- understand the importance of a parenting and be able to give parenting advice and access to parenting programmes.
- Develop a critical mass of practitioners able to deliver parenting programmes that are determined by the evidence of their efficacy
- Understand the crucial role of communication and ensure all contacts are communication /speech contacts
- Develop a critical mass of practitioners able to deliver universal programmes which evidence from EIF shows are the most effective in relation to speech and communication
- Understand how to assess risk and mitigate against it



## Gateshead Strategic Partnership Steering Group

Tuesday 9 September 2014

### Healthy Weight in Gateshead

#### **Purpose of the Report**

1. The purpose of this report is to provide an overview of the healthy weight agenda and the impact that obesity has on the Gateshead population.
2. The presentation will focus on how services and wider partners can work together to support the healthy weight framework for Gateshead and the healthy lifestyle choices.

#### **Vision 2030 context**

3. Our vision for Gateshead is that it will have one of the healthiest communities in the country with the building blocks in place to support and encourage people to take up opportunities to improve their health and lifestyle.
4. We aim to establish a culture where every child grows up eating well and being active and to have the highest proportion of our population with a healthy weight in England.
5. Our ambition is to reduce the number of:
  - obese children in Year 6 in Gateshead to 10% by 2025.
  - adults who have an excess weight to below 40% by 2030.

#### **Background**

6. As our lifestyles and eating habits have changed in the last 30 years, so have our obesity rates.
7. The increasing obesity rate in Gateshead is one of the most important health threats facing the local population, as the health consequences for those who are obese are severe.
8. On average, being obese decreases life expectancy by nearly 10 years. In addition, it is associated with dramatically increased risks of developing type 2 diabetes, hypertension and coronary artery disease.
9. It has also been suggested that, in the not too distant future, obesity could not only become the leading cause of liver failure, but also the leading cause of cancer worldwide (National Obesity Observatory, 2012).

10. Obesity rates in the UK are the highest in Europe and have increased dramatically over the past few years to such an extent that 1 in 4 adults are now obese and the cost to the UK economy exceeds £15.8 billion per year.
11. In Gateshead, over 30% of the adult population are obese and it is estimated that the cost to Gateshead NHS Services from obesity will be £23,486,904 by 2015 and £30,459,579 by 2025<sup>1</sup>.

### **What is Healthy weight?**

12. Healthy weight focuses on health, not appearance.
13. A healthy weight is a weight that lowers your risk of health problems. Reaching a healthy weight is not just about reaching a certain number on the scale. If you want to get to a healthy weight and stay there, healthy lifestyle changes will work better than dieting.
14. When you are active and eating well, your body will settle into a weight that is healthy for you.

### **Realising the vision**

15. The council's focus of promoting healthy weight in Gateshead is to reduce obesity rates by promoting, encouraging, supporting and incentivising individuals to make healthy lifestyle choices.
16. As with all complex issues, the healthy weight approach requires long term strategic commitment to ensure that the mechanisms are in place to drive the agenda forward. Delivery relies on commitment from a range of council services and partners across key priority areas:
  - Early years for children and young people
  - Building healthy communities
  - Focussing on the workplace and employment
  - Commissioning effective healthy lifestyle interventions.

### **Early years, children and young people**

17. There is a growing evidence base that taking a life course approach offers the greatest potential to improve child health. There is a significant relationship between maternal obesity, and the subsequent development of childhood and adult obesity in their offspring.
18. We will focus on maternal health and improving our breast feeding initiation rates. This will be community focussed and will include peer to peer programmes to promote health eating, breastfeeding and being physically active linking strongly with our children centres and early years settings.

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<sup>1</sup> [http://fullfact.org/factchecks/NHS\\_reforms\\_David\\_Cameron\\_speech\\_obesity\\_costs\\_foresight\\_Department\\_of\\_Health-2732](http://fullfact.org/factchecks/NHS_reforms_David_Cameron_speech_obesity_costs_foresight_Department_of_Health-2732)

19. We identify that schools have the greatest potential to influence our future generations health and so will support activity to improve the take up of school meals and to ensure that all schools include healthy eating in their curriculum. This work will be supported through the School meals service, Education Gateshead and the public health team.
20. Sedentary behaviour is closely linked to obesity in children and adults. As well as supporting increased access to physical activity in schools we will also focus on promoting family focussed physical activity by focussing on active travel, unstructured play, access to green space and community engagement.
21. We aim to reinforce the message that being active and eating well will improve the life choices and wellbeing of our future generations.

## **Building healthy communities**

### **Short term focus – action for health**

22. A healthy community is one in which an individual can feel a sense of belonging, be active, learn new skills, and give to others. Being able to access employment opportunities, earn a decent wage, have housing choices, use local transport links, live in a good quality environment, feel safe and access open space for sport and recreation, are fundamentally important to ensuring individual health and wellbeing.
23. Our future direction must empower our communities and allow them to own the cultural changes that will improve their lifestyle choices. We recognise the need to harness the potential of existing capacity building work to enhance health improvement using asset based approaches. In the coming years we will focus on our communities of highest health inequality to support the development of community groups and community driven initiatives that will promote healthier lifestyle choices, reduce social isolation and promote active lifestyles.

### **Long term focus – place shaping**

24. Place shaping is about taking a long term strategic view, using an understanding of the wider determinants of health to support the development of policies and strategies that will lead to improvements in wellbeing and health at a scale and pace that will achieve the aspirations of Vision 2030.
25. Much of this will involve us in long term work to help shape national policies and strategies and using local powers, so our local population benefits from the best possible legal and policy framework. There is much that we can do to create the fundamentals of wellness by acting on the environment in which we live, the creation of fair employment and a range of employment opportunities and economic prospects, our access to good quality housing and our ability to plan for our children's futures.
26. Key work areas include planning strategy e.g. hot food take away locations and transport planning promoting active travel.

## **Focussing on the workplace and employment**

27. Work is a key determinant of health and local authorities can improve workplace health in two ways – by demonstrating best practice in their own role as an employer, and by encouraging and helping other employers to improve the health of their employees.
28. Being employed can help improve health and wellbeing and reduce health inequalities. The longer someone is not working, the less likely they are to return to work. Someone who has been off sick for 6 months or longer has an 80% chance of being off work for 5 years. This can result in poverty and social exclusion.
29. All businesses and social enterprises operating in the Gateshead area will be encouraged to recognise their corporate social responsibilities in relation to health and wellbeing. This will include supporting and encouraging employees (and employees' families) to adopt a healthy diet or developing and implementing active travel plans to encourage walking and cycling.
30. Businesses will also be encouraged to consider supporting wider social interests – such as actively supporting wider community initiatives on health and wellbeing. Gateshead Council is uniquely placed to influence and lead on workplace initiatives as one of the largest employers in the borough.

## **Commissioning effective healthy lifestyle interventions**

31. The public health team commissions services in Gateshead that promote health and wellbeing. Individuals who manage their lifestyles are healthier, more productive, have fewer absences from work and make fewer demands for medical and social services. The wellness approach goes beyond looking at single-issue, healthy lifestyle services with a focus on illness, and instead aims to take a whole-person and community approach to improving health.
32. The aim and vision for Gateshead's Wellness Service is "to improve health and reduce health inequalities through better service integration and through moving resources towards prevention and early intervention and away from avoidable treatment and care".
33. Commissioned lifestyle interventions include community capacity building and health promotion, standardised training for frontline staff and volunteers to deliver brief intervention on lifestyle topics and direct intervention services which offer family and individual support.

## **Recommendations**

34. The steering group is asked to:
  - Agree that the four priorities will help to deliver the aspirations of Vision 2030
  - Consider how they as partners are able to support the healthy weight framework for Gateshead and promote healthy lifestyle choices

## Healthy Weight Delivery Framework

Outcomes			
Children and young people	Commissioning effective healthy lifestyle interventions	Build Healthy communities	Focus on the workplace and employment
<p>Reduction in childhood obesity</p> <p>Increase in % of children with healthy weight</p> <p>Increase family focussed play and physical activity</p>	<p>Provide effective services that identify, advise, refer and treat those at risk</p>	<p>Build physical activity into our daily lives and our future</p> <p>Promote healthier food choices</p> <p>Promote active travel</p> <p>Improve community cohesion providing people with a sense of belonging whilst reducing social isolation.</p>	<p>Support health at work and provide incentives to promote health.</p> <p>Public Sector organisations will lead by example on the healthy weight agenda</p>
Indicators	Indicators	Indicators	Indicators
<ul style="list-style-type: none"> <li>• Increased prevalence of healthy weight in 4-5 and 10 -11 year old (NCMP)</li> <li>• Increased Breastfeeding initiation</li> <li>• Increased Breastfeeding prevalence at 6-8 weeks</li> <li>• Increased uptake of free school meals</li> <li>• 100% children and young people participation in high quality PE &amp; sport (HRBQ)</li> <li>• Reduced number of Low birth weight at term babies.</li> <li>• Increase the number of children and families engaging in health improving programmes ( Balance It)</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Prevalence of healthy weight in adults</li> <li>• Number of staff and volunteers trained to do Brief interventions on lifestyle related topics</li> <li>• Reduce smoking prevalence</li> <li>• Reduced alcohol related hospital admissions.</li> </ul>	<ul style="list-style-type: none"> <li>• Proportion of physically active adults</li> <li>• Utilisation of green space for exercise/ and health</li> <li>• Air pollution</li> <li>• Excess winter deaths</li> <li>• Self reported wellness</li> <li>• NHS Health checks</li> <li>• Increase Cycling participation</li> <li>• Number of volunteers</li> <li>• Reduction of fall and falls injuries for over 65's</li> <li>• Proportion of people who use services and their carers, who reported that they had as much social contact as they would like.</li> </ul>	<ul style="list-style-type: none"> <li>• Work sickness absence rates</li> <li>• Number of healthy workplace action plans (Better Health at Work Award)</li> <li>• Sustainable transport plans</li> <li>• Employment for those with a long-term health condition.</li> </ul>
<b>Themed areas will contribute to more than one outcome.</b>			

Ways of working <sup>2</sup>	Ways of working <sup>1</sup>	Ways of working <sup>1</sup>	Ways of working <sup>1</sup>
<ul style="list-style-type: none"> <li>• Support pathways for breastfeeding mothers, including peer support programmes ensuring children’s centres, community health premises and hospitals are breastfeeding friendly.</li> <li>• Implementation of food and physical activity policies in Early Years settings</li> <li>• Availability and promotion of educational materials such as start4life/ change4life, and promotion of family friendly physical activity opportunities</li> <li>• Workforce development to ensure staff are appropriately trained to provide appropriate and consistent messages for all of the above</li> <li>• Increase uptake of school lunches and maintenance of nutritional standards</li> <li>• Promote physical activity opportunities through unstructured outdoor play, after school clubs, access to green space</li> <li>• Increased access to high quality physical activity education in schools</li> <li>• Support Schools Go Smarter programmes to promote physically active modes of travel for children and families</li> </ul>	<ul style="list-style-type: none"> <li>• Brief intervention training for frontline staff and volunteers</li> <li>• A care pathway that is understood by all agencies</li> <li>• Staff trained to provide support to children and families</li> <li>• Families signposted to appropriate healthy living opportunities</li> <li>• Through Change 4 Life make better use of national marketing including social marketing to make people aware of the impact of lifestyle choices.</li> <li>• Commission an Integrated wellness model focussing on a life course approach</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve changes in the law and local policy structures that create improvements in people’s ability to achieve a healthy weight</li> <li>• Create Healthy stadia and leisure services</li> <li>• Ensure public buildings and open spaces can be reached on foot or by bike and promote active travel for all</li> <li>• Environmental health officers promote healthier catering in takeaways and cafes</li> <li>• Enable people to grow or access locally grown fruit and vegetables</li> <li>• Deliver targeted engagement in communities with high health inequalities</li> <li>• Identify local community assets to develop and support change</li> <li>• More family focused activities available in the community</li> <li>• Promote NHS Health Checks</li> <li>• Develop social marketing strategy that ensures more people are aware of opportunities to participate in physical activity in Gateshead</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Healthy workplaces through sustainable transport and workplace health initiatives</li> <li>• Support improved nutritional standards in care homes</li> <li>• Promote and support the Better Health at Work Award</li> <li>• Encourage businesses to adopt sustainable transport plans</li> <li>• NHS health checks in the workplace</li> <li>• Planned retirement activity to reduce potential for social isolation – delivered through community volunteering engagement.</li> </ul>

<sup>2</sup> Based on ‘most promising’ policy options from the Foresight report Tackling obesity