



Report of the Director of Children's Service

Scrutiny Board (Children's Services)

Date: 16th October 2008

Subject: Children's Services and the Children and Young People's Plan

Electoral Wards Affected: All

Specific Implications For:

Equality and Diversity

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Community Cohesion

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Narrowing the Gap

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1.0 Background

- 1.1 During 2007/08 the Children's Services Scrutiny Board established a process of receiving regular update reports providing a broad and brief overview of key developments across Children's Services and discussing progress against specific priorities within the Children and Young People's Plan.
- 1.2 These reports aimed to give members: a feel for the strategic 'direction of travel' across children's services; an insight into key initiatives and developments; and a 'manageable' way of looking across the various priorities within the Children and Young People's (CYP) Plan over the course of the year.
- 1.3 The first of these reports in September 2007 focused on the CYP Plan priorities of: Improving the assessment and care of children in need; and reducing the proportion of vulnerable groups not in education, employment or training. The second report, received in November 2007 addressed the CYP Plan priorities of: reducing teenage conception; and enabling the engagement of parents and young learners in early years and primary schools. The third report, in February 2008 considered the priorities to: reduce bullying; and improve services for children, young people and families with additional mental health needs.
- 1.4 This leaves three priorities outstanding from those listed in the 2007 CYP Plan (and repeated in the 2008 review albeit with slightly different wording and emphasis), they are:
 - Reducing anti-social behaviour and offending

- Reducing obesity and improving activity
- Raising attainment.

- 1.5 This report focuses on two of these three priorities – reducing anti-social behaviour and offending, and reducing obesity and improving activity. The progress on raising attainment will be covered in future reporting to scrutiny in relation to 2008 exam results.
- 1.6 Like the previous ‘update’ reports that have been brought to the board, this report follows the structure of firstly providing an overview of recent key developments across children’s services (particularly our children’s trust arrangements) and then looking in turn at progress against the two priorities identified for specific attention.
- 1.7 This report should be considered alongside the Quarter One Performance Monitoring report also being presented to the Board at its October meeting, which provides more specific detail on progress across a wide variety of indicators.

2.0 Children’s trust arrangements update

- 2.1 The six part model for the children’s trust arrangements in Leeds has now been in place for approximately two years. The approach adopted in Leeds was praised in the Joint Area Review inspection, it has increasingly enabled partners to develop, engage with and start to implement integrated strategic commissioning as the process for planning, resourcing and targeting services – as was discussed at the September 2008 scrutiny board meeting. A number of specific examples of work across the trust arrangements are highlighted below:

Integrated Strategic Commissioning Board

- 2.2 The Integrated Strategic Commissioning Board (ISCB) has continued to take an overview of commissioning developments across the city, as was outlined in the report on commissioning submitted to the Board in September 2008. The Board has monitored key priorities closely to ensure shared ownership across senior leaders within the statutory partners. These issues have included secondary attendance, under 18 conceptions and looked after children. The Board is also monitoring a key development piece of work around ‘common groupings’ from Education Leeds – based on data around persistent absentees and looking for common themes in their lives to help plan more targeted early intervention in the future. The Board is also maintaining an overview of resources developments and has furthered its commissioning role by establishing groups to focus on Teenage Pregnancy and Parenthood Partnership, Emotional Health, the Commissioning Framework and Child Poverty.

Children Leeds Partnership

- 2.3 The Children Leeds Partnership (CLP) has drawn a wide variety of partners together to consider key challenges facing the city and feed into the development of citywide strategies and planning. A particular focus and achievement for the Partnership in 2008 has been the regular involvement of children and young people at its meetings, and specifically an opportunity for them to plan and run a session at each meeting themed around the main item of discussion. This has enabled stakeholders from across Children Leeds to engage directly with young people on issues as diverse as bullying, international new arrivals and raising attendance. On several occasions this has contributed directly to the development of key strategies in these areas. The Partnership has also sought to try innovative approaches, for example it included a marketplace session at its meeting about international new arrivals to showcase the range of work going on in this area. A review of the membership and arrangements for the Partnership meetings is currently taking place to ensure they stay fresh and relevant to the type of approach needed.

Leeds Safeguarding Children Board

- 2.4 The Leeds Safeguarding Children Board (LSCB) has continued to combine its statutory responsibilities, with wider work to improve awareness of safeguarding issues across the city. Since the last update report to scrutiny, the Board has carried out an audit of LSCB member organisations to check their compliance with the responsibilities set out in the Children's Act relating to safeguarding and promoting the welfare of children and young people. The overall findings from this exercise have been positive and specific areas have been identified where improvements can be made.
- 2.5 Another key area of work for the Board has been the development of a sub-group to focus on e-safety for young people and support partners (particularly schools) to increase awareness and training relating to this issue. A wide variety of work has been done around this agenda, much of which is being brought together at a major e-safety conference on 9th October. This event is being preceded by an event for young people to gather their views and increase their understanding around e-safety to help inform the strategy and approach being taken.
- 2.6 The Board's work plan in recent months has been heavily influenced by its responsibilities in conducting serious case reviews and particularly its role in following up the recommendations from these reviews to ensure that there is learning and improvement as a result. Since April the Board has also set up a Panel to review every child death in Leeds (as is now required of all LSCB's).

Open Forums

- 2.7 Partners are continuing to use Open Forums to organise and promote information sharing, learning and networking opportunities. The next major events planned will take place in October and are being used to promote

integrated processes, which include the Common Assessment Framework (CAF and eCAF), ContactPoint, the Early Intervention Fund – formerly Budget Holding Lead Professional pilot, and the Family Hub. These events aim to celebrate progress against statutory requirements for embedding integrated processes within Leeds. There is an event planned in each wedge, as well as a central event for the whole city.

Locality Working

- 2.8 Locally, recent months have seen a key period of development in terms of strengthening children's trust arrangements in a way that creates a more co-ordinated focus on improving outcomes. Recognising that it is at a local community level that Children Leeds colleagues are best placed to understand and respond to the particular challenges that different areas and families face, attention has turned to developing arrangements that are fit for and responsive to the changing nature and approach of children's services work.
- 2.9 As such, by building on the learning from work - including the 'West Leeds Project' and more recently work such as the Brigshaw cluster in East Leeds, the 'Leadership Challenge' in North East Leeds and the varied progress of local extended services cluster partnerships - a consistent city-wide framework for locality arrangements that gives clearer structure and accountability to how work is done, but also builds in the flexibility to adapt to local needs and circumstances, has been developed.
- 2.10 These arrangements - our local Children Leeds Partnerships - look to provide stronger links to the city-wide Children Leeds Partnership and both rationalize and link together the various local elements currently in place. Crucially, this makes it easier for partners to see where and how decisions about local priorities, approaches and resources are made and to play a part in the process at an appropriate point.
- 2.11 To underpin this progress locally, it was clear that particular focus would be needed on the way that local governance arrangements across children's services should fit together to provide wider accountability, monitoring and challenge for the evolving local arrangements. As such, the July 2008 annual Children Leeds Governance Seminar focused specifically on local children's services governance. It involved partners from right across Children Leeds and included elected members. It focused on the different levels of decision making relating to children's services locally and the opportunities to make these more coherent and responsive to local needs. It produced important learning in terms of strengths, gaps and different levels of understanding around local governance.
- 2.12 With these new arrangements becoming embedded, local partners are now better placed to understand and work within a clearer context that emphasises shared approaches and working towards common goals.

Case Study: Progress In East Leeds

Through stronger partnership working and a range of targeted initiatives different parts of the city are seeing specific progress in relation to particularly vulnerable groups of young people and across a range of outcomes. Examples of work in one part of the city (East Leeds) include:

- As a result of improved partnership working the Brigshaw cluster has established holiday clubs from year 5-11 with years 12 and 13 students employed as workers. Over 100 children are now regularly involved in this. There are also numerous parent support programmes.
- Two clusters have successfully been included within the national 'mental health in schools' initiative, which is providing additional resources to test different ways of working with young people experiencing mental health issues.
- Sustained improvements relating to exclusions and attendance.
- Work with the David Young Academy has brought partners from Early Years, Social Care and the CAF team amongst others together at round table meetings to co-work with children/families providing appropriate support to those children with attendance issues. From these meetings CAF's have been successfully undertaken linking where appropriate to Early Intervention Funding.

Next steps for children's trust arrangements

- 2.13 The development of Leeds trust arrangements is now entering an important new phase driven by not only by learning and change from the work outlined above, but also by important developments nationally. In particular, the government has recently completed a consultation on strengthening local children's trust arrangements. These proposals have four broad elements:
- Broadening the named statutory partners within the children's trust arrangements to include schools, GP's and children's centres.
 - Broadening statutory responsibility for and ownership of the local Children and Young People's Plan (this is currently the statutory responsibility only of the local authority).
 - Making a Children's Trust Partnership Board with specific responsibilities a statutory duty for each local authority area.
 - Making it easier for different partners, including those from the private sector and voluntary, community and faith sector to pool resources around shared priorities.
- 2.14 Leeds has responded positively to these proposals, many of which build on current good practice already in place across our trust arrangements. The response notes the importance of having the flexibility to organise local

arrangements in a way that is best suited to the area – notably building on the ISCB/CLP distinction that Leeds has made which have helped it to make good progress on strategic commissioning work.

- 2.15 If these proposals are taken forward it will place further emphasis on strengthening existing partnerships and broadening engagement and ownership across the children and young people's agenda. This gives Leeds a good opportunity to develop its arrangements further in a way that emphasizes active involvement for more stakeholders (for example, a greater number of schools) and creates an even stronger sense of shared ownership around citywide plans and priorities.

3.0 Developing an approach for Leeds

- 3.1 Since the children's trust arrangements in Leeds were established a huge and diverse range of work has taken place to:

- respond to the Every Child Matters agenda and other government initiatives,
- adapt to the changing needs of children, young people and families across Leeds and
- focus attention and resources increasingly on putting improved outcomes at the heart of all Children Leeds work.

With so much going on in response to such a challenging agenda it has taken time to rationalise the different strands of work within a consistent approach that reflects activity citywide, locally and for individuals and families. However, this type of 'overall' understanding is now taking shape and can be captured by seeing three levels of activity across children's services work in Leeds:

- Using **strategic commissioning** across the city as the vehicle to understand need and then work as partners to jointly target services and resources towards priority areas of work, with the Children and Young People's Plan and local planning process helping to reflect and guide this. This ties in with wider developments across the city – for example a strategic commissioning approach has helped to shape the development of the Leeds Strategic Plan.
- Strengthening **locality working and integrated service delivery** so that we use shared knowledge, skills and ownership to target the issues and groups where we collectively can make the greatest positive impact within communities, using joint planning and shared ownership to achieve this.
- **Developing more integrated and personalised front-line response** to individual children, young people and their families, by using improved intelligence, understanding and information sharing to identify needs at

an early stage and wrap the support available around meeting those needs specifically.

What do these different levels mean in terms of practical activity on the ground?

- 3.2 Taking each of the levels above in turn:
- 3.3 *Strategic Commissioning* is the key approach to planning, resourcing and delivering services to children and young people across the city. The Scrutiny Board received a detailed paper and presentation on strategic commissioning at its September meeting that detailed how this work is developing in Leeds. This included practical examples of how the Joint Preventative Partnership has enabled partners to 'pool' budgets to secure the delivery of a 0-19 universal offer for Leeds children and young people. Through a clear framework, procurement process, timetable and support (particularly to the voluntary sector), this has enabled services to be commissioned that specifically address the priorities and needs identified in the Children and Young People's Plan.
- 3.4 In addition, the introduction of an 'Innovation Fund' with a financial input from partners including schools, the PCT and the local authority has also enabled groups at both city-wide and local level to bid for financial support on innovative new and developmental projects that target specific priorities. The associated decision making process for locality based projects included area based partners with a good understanding of local need to ensure projects approved were appropriate and responsive to those community needs.
- 3.5 Stronger *locality working and integrated service delivery* reflects the development of increasingly co-ordinated support based around the citywide network of extended services, clusters of schools and children's centres, helping local services to deliver more joined-up and targeted support to both individuals and families.
- 3.6 Looking ahead, the role of schools and wider partners in local integrated working is a key area of development. The 14-19 review and the proposed model for this will have a significant impact on giving different schools both the imperative and the framework to work together more closely. More generally, the ongoing developments around different models of schools, such as Trusts and Academies and the implications of the National Challenge will all impact on the need to develop flexible, effective local models to engage a full range of partners in initiatives that improve outcomes.
- 3.7 *Developing more integrated and personalised front-line response* reflects the growing importance of processes like the Common Assessment Framework (CAF) in shaping how we want to work with young people and particularly the most vulnerable. It also guides wider strategic developments like the development of Targeted Youth Support (TYS) to address the specific needs of young people, or the Placement Strategy (approved at Executive Board in

September 2008) which aims to give individual looked after children care that is more tailored to their particular situation.

3.8 Taking forward work like the CAF and the now online e-CAF will mean that over time more and more of those who come into contact with children and young people will be able to take greater responsibility for identifying and initiating support that responds to a unique circumstance or need. Approximately 600 CAFs have already taken place, a big challenge around training and culture change across the workforce remains for this positive initial impact to become an embedded tool in the work of those right across the Children Leeds workforce.

3.9 These examples highlight how the three levels identified are intrinsic to more and more of the work that takes place across children's services. Understanding them and seeing where different types of work fit in is therefore an important consideration for scrutiny members.

4.0 Embedding this approach through the Children and Young People's Plan for 2009 and beyond.

4.1 It is clear from the range of developments discussed above that the strategic shape and direction of children's services in Leeds is evolving. Through the specific work of the different elements of the trust arrangements; the change taking place locally to make partnerships more flexible and responsive to local need; the national push towards strengthening the current nature of trust arrangements; and the emergence in Leeds of a clearer picture of the approach being taken citywide, locally and individually to change and improve services. All of this activity needs to be captured and co-ordinated to steer future progress in improving outcomes.

4.2 The Children and Young People's Plan for 2009 and beyond will be a key opportunity to do this. As has been outlined to scrutiny members previously, arrangements for developing the new plan aim to involve all local services, partners and children and young people in line with the successful work in 2005 that involved thousands of children, young people, parents and frontline staff. This will be achieved by building on existing arrangements and the valuable information gained in the recent annual CYP Plan Review and also the feedback from inspections in the Joint Area Review and Annual Performance Assessment.

4.3 The timescale for developing the plan is set out below:

- June – September 2008. Consultation for the bigger CYP Plan 2009 and beyond review. All partner agencies asked to provide input through existing forums and Boards.
- September - October 2008. Workshops with elected members, Children Leeds Partnership, Integrated Strategic Commissioning Board (ISCB) to agree key outcomes and improvement priorities locally and centrally.

- Working with a variety of focus groups of children and young people, identified through our partners to establish a more detailed understanding of their issues and views, supplementing this with a strong element of young people's involvement in a special CYP Plan '09 and beyond Children Leeds Partnership meeting in October.
- October 2008 – December 2008. Further development of plan. Emerging priorities used to inform budget, commissioning and operational planning. These in turn provide detail for action plans in the CYP Plan '09.
- January 2009 – March 2009. Consultation and approval of CYP Plan 2009 and beyond. To include Scrutiny Board, Children Leeds Partnership, ISCB, Executive Board and Full Council.

4.4 This timetable will provide a better opportunity than in the past to align the emerging themes and priorities coming through the consultation with planning for budgets and service plans into 2009.

5.0 Progress and Activity Against Specific Priorities Within the Children and Young People's Plan

5.1 Having provided a broad overview of developments across children's trust arrangements in Leeds and work relating to the development of the 2009 and beyond Children and Young People's Plan, attention now turns to looking at two specific priorities from the current plan and considering some of practical work being done to address these, as well as the ongoing challenges. Each of these priorities is taken in turn, starting with reducing anti-social behaviour and offending and then moving on to reducing obesity and raising activity.

Reducing anti-social behaviour and offending

Improved Performance

5.2 There are a number of different strands to reducing anti-social behaviour and offending. The below covers both direct work with young offenders and wider preventative initiatives.

5.3 Leeds Youth Offending Services (YOS) is at the forefront of this work in Leeds and has seen a variety of positive progress in recent years. In 2005/06 a total of 2076 young people entered the youth justice system with no previous convictions. By 2006/07 this figure had been reduced to 1698, meaning that Leeds is on track to achieve its LPSA targets in respect of first time entrants to the youth justice system. Leeds has also recorded a reduction in First Time Entrants for the last 3 years and achieved significant reductions in recidivism to be close to the national average.

5.4 This and other progress has been built on an approach that is increasingly based on partnership across different agencies.

Partnership Working

- 5.5 The YOS has worked with Education Leeds and the police to implement a protocol governing responses to offending behaviour in schools. This has significantly reduced arrests for behaviours on school premises, enabling the school to apply internal sanctions. A restorative justice coordinator has provided training to schools on a wedge basis to roll out the protocol.
- 5.6 Simultaneously, around 5 de-facto Safer Schools partnerships are now operating in Leeds and arrangements are in hand to formalise these partnerships. If funding is identified, the intention is to increase the number of Safer Schools Partnerships.
- 5.7 Leeds YOS is part of a consortium of agencies within Leeds that delivers weapons awareness sessions to those who have, or may be at risk of carrying weapons. The scheme is coordinated by a YOS worker seconded to The Royal Armouries. Over 5000 young people across Leeds have attended Weapons Awareness Sessions.
- 5.8 More generally, the strengthening of links between Education Leeds (particularly over issues around attendance and exclusion) and the YOS has underpinned ongoing wider progress in engaging young people in full-time Education, Training and Employment (ETE). Performance over the past 12 months averages 76.5% of young people being engaged in full time ETE by the end of their order, whilst performance in this area in the past 6 months has exceeded the national average. This improvement has correlated with the establishment of four Connexions PA's working within the YOS.
- 5.9 Protocols for work with schools and Education Leeds were reviewed and re-launched in 2007 and a training pack on the work of the YOS is now being rolled out to schools and PRUs, with training also planned for SEN colleagues from September onwards.

Gathering Data

- 5.10 Leeds YOS has commissioned research from Leeds University into the characteristics of first time entrants (location, offence type, age, gender, ethnicity). This report was received in October 2007 and was used by the Youth Crime Prevention Group to inform their services. It has subsequently been refreshed.
- 5.11 Leeds YOS has robust information systems and monitors the re-offending of young people who have been subject to interventions over a 12 month period to ascertain whether they have offended and, if they have, whether the frequency or the seriousness of the offences has been reduced by the intervention. In March 2008 Leeds YOS reported that it has recorded an overall reduction in re-offending since 2007.

Targeted Initiatives

- 5.12 In 2008-09 Leeds YOS is investing resources in developing services to girls and young women. The service has seen an increase of 24% in overall disposals made to girls and young women since 05/06 and we need to ensure that we are doing all we can to reduce re-offending. The management team have been working to review policies and procedures from this perspective and this will be followed by specialist training for practitioners in working with girls and young women.
- 5.13 Since 2005/06 Leeds YOS has seconded a half time worker to Leeds Children's Fund to assist with the development of junior YIPs and parenting support. One outcome has been the recognition of the need for the junior YIPs to have senior YIPs attached to them to assist the ongoing work with young people at risk in crime hotspots. This worker has also assisted with the dissemination of a protocol developed jointly with the YOS, police and social services covering the prosecution of looked after children, and the utilisation of restorative justice as an alternative to prosecution in low level cases.
- 5.14 In November 2007 YOS was awarded £79,200 to establish 3 new programmes in the city to engage young people in sport, art and dance. The programmes have engaged 52 young people on the first cohort; the second cohort is now underway and the pilot will be evaluated on completion with a view to informing further diverse programmes to support engagement in education, training and employment. Further work will be needed to ensure that the range of alternative provision is appropriate to young people's needs and supports their inclusion in a full-time 25 hour timetable and the YOS and Education Leeds are taking this forward.
- 5.15 More than 700 young people in 2007/08 received targeted prevention, helping to reduce the number of first time entrants. The Prevention Manager is tasked to work intensiveley to support the 2 Senior Youth Inclusion Programmes (YIPs) and 5 Junior YIPs. Both Senior YIPs have received excellent Quality Assurance assessments. The Junior YIP (developed in partnership with the Leeds Childrens Fund) continue to make progress in delivering interventions to young people aged 8–12 at risk of offending, anti-social behaviour or school exclusion. In addition Leeds YOS has worked in partnership with Positive Activities for Young People (PAYP) to target and engage young people identified by a referral matrix as being most at risk. PAYP are experienced in prioritising referrals to key workers from the YOS and Anti-Social Behaviour Unit. There are a number of examples of collaborative initiatives between PAYP the YOS and other partners engaged in the prevention of (re)offending.

Targeted Youth Support

- 5.16 As part of a wider focus on delivering more targeted support to all young people, but especially to those particularly at risk, the development of targeted youth support in Leeds (partly in response to the government's 2005 Green Paper 'Youth Matters') has also gathered pace over the past year. This aims

to provide more coherent, young person-centred delivery of information, advice and guidance, support, development opportunities and positive activities.

- 5.17 To take this work forward A strategic steering group has been formed with membership from all Children Leeds partners from statutory, VCFS and private sector. Work is currently being undertaken to engage young people, for whom TYS would be appropriate, in the design of the service. A full implementation plan will be developed with young people's views once the consultation is complete.
- 5.18 A 'route map' of how targeted youth services would be made available within Leeds has been developed and adopted by the Children Leeds Partnership. This route map requires the use of the common assessment framework and will have the benefit of helping embed the CAF further into the services delivery models. Local action plans are being developed for each wedge that will build on learning from a pathfinder targeted youth support team in the North West of the city.
- 5.19 In taking this work forward there will be both exciting opportunities to deliver services that better address individual need and therefore contribute to better early intervention and prevention work, but also challenges in terms of the co-location of teams, realignment of budgets and joint commissioning of services to ensure this work realises its potential.

Future Strategic Direction

- 5.20 In 2007/08, the YOS facilitated a Youth Crime Prevention Strategy, which has been discussed and adopted by both Safer Leeds and Childrens Leeds. A Youth Crime Prevention Manager is helping to co-ordinate a strategic youth crime prevention group, which is tasked with delivering the Leeds Youth Crime Prevention Strategy, linkages with targeted youth support and the Leeds LPSA commitment to meet a stretch target of FTE reduction.

Continuing Challenges

- 5.21 Amongst the issues that the Youth Offending Service and partners are now addressing are:
- Looked after children are currently over-represented in the system and particularly in certain types of offences including breach. Leeds YOS has drawn up a thorough action plan to address this and a multi-agency group is meeting to monitor this.
 - Developing work to support parents, building on current programs. The city's senior parenting practitioner, funded originally through the Respect Task Force is currently working half time with the service.
 - Assisting staff with training needs relating to work with young people from diverse communities and completing equality impact assessments across aspects of YOS service delivery.

Reducing Obesity and Raising Activity

- 5.22 Rising levels of obesity amongst children and young people are a challenge not just for Leeds, but nationally as well. Leeds has achieved the best coverage rates across the country for the National Child Measurement Programme, with data available from 96% of Leeds Reception and Year 6 children. This shows 1 in 3 of Leeds children are overweight and 1 in 5 obese, similar to the national picture. This provides a detailed baseline against which to measure our future progress, with data now available for each school cluster, allowing better targeting of interventions.
- 5.23 As with many of the other key priorities for children and young people, a multi-agency approach is needed to provide the range of support required to achieve improvements. A series of care pathways have been developed and are currently being disseminated to ensure overweight and obese children, young people and their parents can access appropriate services and support. They provide the local detail of the support available from health care professionals, including Health Visitors, School Nurses and General Practitioners, appropriate to the level of a child's or young person's obesity. These highlight the range of services, many outside of the NHS that families may be sign posted to.
- 5.24 An important aspect of addressing obesity issues is engaging with children at a very young age and then maintaining support that meets changing need as they grow older. Leeds is increasingly embedding different types of support at different life stages to ensure this consistency, these include:
- HENRY (Health Exercise Nutrition for the Really Young): This government and Royal College of paediatrics supported innovative training programme is delivered in Children's Centres and aims specifically to tackle childhood obesity. The programme will be delivered to all Leeds Children's Centres through a phased roll out commencing in November 2008. Centre staff and members of attached health visiting teams will participate, involving over 1200 practitioners. A team of nationally trained and approved local trainers from public health, health visiting and children's centres will deliver courses and post course support. An independent evaluation will ensure the impacts of the programme are measured.
 - The Watch It, Weight Management Service: This provides treatment, from 12 locations (many local leisure centres) across the city for children aged 8 to 16 years. The service is currently developing a treatment programme for children 5-8 years old. Watch It were overall winners at the National Obesity Forum's Best Practice Awards for Excellence in Weight Management. Findings from a randomised control trial of the service will be available in autumn 2008. A specialist health visitor service for mothers at risk of having an obese child has been developed and is being trialled and evaluated in the city. Carnegie Weight Management Services delivered 2 community based 12 week clinics earlier in the year and have

been commissioned to provide 5 further community clinics of this type from January 2009.

- 5.25 Leeds is also recognising the need to target those areas where obesity is a particular challenge. For example, the successful South Leeds programme for Engaging Inactive Children (incorporating DAZL) has been expanded into deprived neighbourhoods in the east of the city. During 2008-09 the programme will enable 3,000 inactive children and young people to participate in regular after school physical activity opportunities including dance, active clubs, football, skate boarding and cricket. The programme also encourages children and their families to use existing local community provision, or establish a community provision where gaps exist. Accredited training provides local people with the opportunity to develop their skills and abilities to be employed to deliver physical activity programmes.

Raising Awareness by Improving Communication

- 5.26 A national Change For Life social marketing campaign has been launched and Leeds will tap into this by:
- Developing a communications plan for the city which will run parallel to the campaign; working with communications experts from Children Leeds.
 - Share the marketing 'insight' to better enable partners to tailor interventions and education appropriately to the city's children and families.
 - Hold detailed training sessions for strategic leads on the campaign and the research behind it, lead by trainers from the National Social Marketing Team. The sessions are intended to create buy-in to this approach in the city.
 - Select 2 neighbourhoods with high rates of obesity and strong partnership infrastructure where we will develop targeted intensive multi-agency programmes of action.

Developments within Physical Education, School Sport and Community Links (PESSCL)

- 5.27 In addition to the various initiatives discussed above, work to reduce obesity ties closely with the wider agenda around increasing access to sport and physical activity in schools. Leeds has seen a range of positive progress in this area. Five wedge based school sport partnerships are operating effectively in their respective wedges and together as a whole city movement and in close cooperation with LCC coaching programmes.
- 5.28 86% of Leeds pupils aged 5 – 16 are now participating in 2 hours of high quality PE and School Sport per week. This exceeds national standards and our LPSA targets for 2007. LPSA targets for 2008 are 90% - informal returns indicate that this will be achieved.
- 5.28 As a result of achieving the first LPSA interim reward all secondary schools were given £4000 to develop KS4 programmes.

- 5.29 Again, work in this area recognises the importance of targeting children at a young age. As such, all primary schools are trained in daily activity programmes. *Wake Up, Shake Up* is the main programme but this is often supplemented and extended by *Take Ten* and *Fitbods* or *Funky feet*
- 5.30 Leeds has also been involved in launching the innovative “Spirit Alive” initiative. “Spirit Alive “ is Leeds response to the opportunity of the 2012 Olympic games. It is a pupil directed programme involving sports media, arts and social enterprise. In 2008 this saw over 30 primary schools engaged in the first phase of roll out. It will be featured on LOCOG’s good practice site.
- 5.31 More broadly, a variety of extended activities – grouped together as ‘Sports Unlimited Programmes’ have been running since March 2008 to broaden the offer available to young people.

Informing Schools

- 5.32 To further support schools, from the end of September Leeds has launched “Happy Healthy Active Lunchtimes”. It covers issues in physical activity, play, healthy eating and emotional well being. It contains guidance on how to develop playground space, professional development opportunities and contacts with schools who can share their own good practice. The Rugby and Athletics Development Scheme also allows all secondary schools to gain information on the standards of fitness of individual Y7 pupils.

Be Healthy, Stay Safe

- 5.33 The “Be Healthy, Stay Safe” scheme is run through the Healthy Schools programme. 56% of schools are participating and many of these choose physical activity (73) or healthy eating (48) as a focus.
- 5.34 A “Be Healthy, Stay Safe” Family programme is being developed as part of the Leeds Healthy Schools Beacon Programme. This is a multi agency approach to promoting changes in health behaviours in families. Parents are recruited through their schools engagement with “Be Healthy Stay Safe”; supported through the Families and Schools Team; data and communications issues will be facilitated by “the Hub”; progression activities developed through Extended Services, PCT programmes (see above) and Local Sports Alliances.

Training

- 5.35 Leeds recognises the importance of creating role models and expertise to encourage young people to get more involved in physical activity. In 2007–08, our professional development programme comprised 53 separate courses delivered to over 1000 participants. In addition first X games and Outdoor Activity Open days were successfully delivered. There have also been 35 graduates on the Higher Level Teaching Assistants Certificate in Physical Education scheme during 2007 and 2008.

Moving Forward and Key Challenges

5.36 The work on obesity discussed above sits within the context of the 'Can't wait to be healthy' Leeds Childhood Obesity and Weight Management Strategy 2006 -16. Choosing Health Funding has been allocated to fund 2 posts, with some programme costs to work with partners to support the implementation of the plan. To ensure progress is made there will be a number of significant challenges to overcome:

- Evidence Base: So far, few interventions have been successful in reducing the prevalence of obesity and the most promising have not yet been widely replicated or delivered at a scale that offers a clear option for public health strategies. The effective treatment of overweight and obesity is also challenging. Intensive lifestyle interventions focusing on dietary restriction and increased physical activity can lead to modest weight loss; however there is little evidence to show children are able to maintain weight loss once the intervention ends. Given the pressing need to tackle obesity it is likely that interventions to prevent and treat obesity will have to take place when the evidence is neither complete nor perfect. Instead the evidence needs to develop alongside the delivery of new interventions informed by the available evidence and strengthened by expert advice.
- The demand for a quick fix to a complex problem: Once a social or health phenomenon has been identified as a problem and is targeted for intervention, it is common for a great deal of activity to be initiated and for many projects to proliferate on the ground. A key challenge is managing the demand from the public and service providers for investment against the need to develop effective best value treatment models going forward. It is also critical that we focus on making the environment less obesogenic by increasing access to healthy affordable food, physical activity opportunity, and planning our cities so they support a healthy lifestyle. While these are often politically challenging and longer term solutions they are widely held to offer the most potential in terms of reducing childhood obesity.
- Social stigma and denial of the issue: Research has shown only 17% of parents with an obese child were able to correctly gauge their child's weight status. The focus on extreme cases in the media and a reluctance by professionals to raise the issue fearing it will damage their relationship with the family are all thought to be the reasons why so few families seem to relate to the issue and seek support. Leeds PCT have commissioned a social marketing firm to conduct an 'insight' into the attitudes, knowledge and skills of local health professionals (including our local school nurses and practice nurses) as a starting point to developing tailor made training. This is critical if we are to increase motivation to raise this sensitive issue with parents, helping them understand the role they can play and enabling sign posting where relevant to other support services.

- 5.37 In terms of the wider 'being active' agenda, two key challenges to overcome are firstly, the mid teen drop off in participation in sport which Leeds is seeking to address through a more varied offer in KS4 PE and sport. Secondly, new target is to involve young people in 5 hours of sport/ physical activity per week. There is a need to integrate this with the 5 hours cultural offer (which will also include elements of physical activity). Guidance on measurement issues has not yet been made available.

6.0 Conclusion

- 6.1 This report has provided a further update on some key areas of progress across children's services, particularly children's trust arrangements and the strategic direction of these. It has also highlighted work around two priorities in Leeds Children and Young People's Plan. Together with the other performance information presented to Members and further update reports over the course of the year, the scrutiny board will receive a broad overview of the full range of priorities and the initiatives in place to address these. The report reflects the range of progress made, but also the challenges remaining and the opportunities to continue addressing these through learning from recent activities and the 2009 review of the Children and Young People's Plan.

7.0 Recommendations

- 7.1 It is recommended that members note and comment on the content of this report and identify any areas where further information would be helpful.

8.0 Background Papers

Report to Children's Services Scrutiny Board : 13.09.07 – Children's Services and the Children and Young People's Plan

Report to Children's Services Scrutiny Board 08.11.08: – Children's Services and the Children and Young People's Plan (2nd Update)

Report to Children's Services Scrutiny Board : 14.02.08 – Children's Services and the Children and Young People's Plan (3rd Update)

Delivering the Children's Plan: Strengthening Children's Trust Arrangements – DCSF Consultation summary (consultation closed on 25.09.08) see:

<http://www.dcsf.gov.uk/consultations/downloadableDocs/7777-DCSF-Legislative%20Options.pdf>