

**By:** Jenny Whittle, Cabinet Member for Specialist Children's Services  
Andrew Ireland, Corporate Director, Families and Social Care

**To:** Social Care and Public Health Cabinet Committee

**Date:** 21 March 2013

**Subject:** **EVERY DAY MATTERS: KENT COUNTY COUNCIL'S CHILDREN AND YOUNG PEOPLE'S STRATEGIC PLAN 2013-2016 (Decision no 13/00001)**

**Classification:** Unrestricted

**Summary:** This report presents the draft Kent County Council's Children and Young People's Strategic Plan 2013-2016 to enable Members to inform the final draft document.

Kent County Council's Integrated Children's Services Board commissioned the development of this strategic plan. The draft plan sets out a clear vision for the future direction of children's services in across the County Council. The draft plan was discussed by the Kent Children and Young People's Joint Commissioning Board at its meeting on 31 January 2013. The Board positively endorsed the draft plan and it agreed that work should be done to build on the County Council's overarching framework and produce a multi-agency children and young people's strategic framework for Kent.

#### **FOR COMMENT**

### **1. Introduction**

(1) The purpose of this report is to present the draft Every Day Matters: Kent County Council's Children and Young People's Strategic Plan 2013 -2016 (Appendix 1), for comment before a final draft is produced. Subject to the views of the Cabinet Committee and changes made, the Every Day Matters Strategic Plan will be presented for approval by the Cabinet Member for Specialist Children's Services as soon as possible.

(2) This overarching strategic plan has been developed as a County Council document. However, it should be noted that the Kent Children and Young People's Joint Commissioning Board has agreed that work should be done to develop the County Council document into a multi-agency children and young people's plan for Kent.

(3) The County Council's Integrated Children's Services Board commissioned the development of a children and young people's strategic plan for the authority. Subsequently, Corporate Directors for Families and Social Care, Education, Learning and Skills and Customer and Communities defined the scope of the strategic plan which has culminated into the draft plan presented the Cabinet Committee today.

(4) Every Day Matters was developed against the background of the Local Government Association sponsored peer review in September 2012 and the

Ofsted inspection report of January 2013 regarding KCC's arrangements for the protection of children which judged Kent to be 'Adequate'.

## **2. Policy Context**

(1) The County Council's Accountability Protocol has been revised in response to the statutory guidance on the roles and responsibilities, of the director of children's services and lead member for children's services, which was issued by the Secretary of State for Education.

(2) In accordance with amendments to Appendix 2 Part 4 of the Constitution of Kent County Council, the Kent Integrated Children's Services Board has been established to ensure effective leadership and integrated delivery across children's services. It regularly brings together the Leader, Cabinet Members and Corporate Directors for Families and Social Care, Education, Learning and Skills and Customer and Communities to provide a shared understanding of need and performance across the breadth of universal and targeted children's services. It plays a vital role in providing oversight and assurance of frontline delivery, challenge on areas for improvement and identifying opportunities to drive further integration and service transformation across the piece.

## **3. Overview of Every Day Matters Strategic Plan**

(1) The draft document describes a clear vision for children's, underpinned by four broad outcomes and five priorities.

The one vision is that:

Every child and young person in Kent achieves their full potential in life, whatever their background.

The four overall outcomes at the heart of the integrated children's services are:

- Keep all children and young people safe
- Promote the health and wellbeing of all children and young people
- Raise the educational achievement of all children and young people
- Equip all young people to take positive role in their community.

(2) The five priorities are as follows:

### **Priority 1 - Safeguarding and protection**

- Improving efforts in making sure that children and young people are safe and stay safe in every setting.
- Increasing the awareness and understanding that keeping all children and young people safe is the responsibility of everyone in the community.

### **Priority 2- Early help, prevention and intervention**

- Enhancing the responsiveness and inclusivity of universal services that give families the right help early enough to resolve difficulties and reduce the need for further intervention.
- Improving the ability to be proactive in identifying needs of all children and young people.

### **Priority 3 - Community ambition, health and wellbeing**

- Improving the consistency and cohesive universal service offer for young people to help support them to make a positive contribution to society
- Ensuring that children and their families have access to timely, effective and responsive health care that gives them the best start in life and resolves health needs as they arise.

### **Priority 4 - Learning and achievement**

- Improving the expectations and aspirations for the achievement of all children and young people in all areas of their lives.
- Ensuring all children are ready to succeed at school whatever their background.
- Ensuring that every child or young person has access to a good or outstanding school.

### **Priority 5 - Better use of resources**

- Remodelling services and practice to deliver and demonstrate better outcomes for all children, young people and the wider community within available resources.
- Improving the commissioning of effective integrated services that enable families to manage and support them in finding additional help when necessary.

(3) The document is then presented in three sections. Section one, describes where are now and, it provides a high level description of the internal governance arrangements, the breadth of partnerships and a range of underpinning strategies and plans.

(4) Section two, deals with where we need to be in the years ahead. The strategic plan explains the need to strike the right balance between four critical factors of (a) achieving outcomes, (b) skilled and stable workforce, (c) integrated services and (d) evidence of impact.

(5) The third section, describes the steps we will take to deliver the vision and make reality of what 'good looks like'. To deliver better integration and new models of joined up services, require service transformation and plans will be developed based on the defined themes set out in the document.

## **4. Financial Implications**

- (1) None identified as a direct result of the of strategic plan.

## **5. Legal Implications**

(1) In the light of the recent statutory guidance the KCC Accountability Protocol has been revised to ensure that KCC fulfils its statutory requirements in relation to children's services.

## **6. Equality Impact Assessments**

(1) The strategic plan complies with the new KCC Equality & Diversity Policy Statement.

## **7. Sustainability Implications**

(1) The strategic plan has been assessed against the five principles of sustainability and the evaluation has not identified any negative sustainability implications.

## **8. Alternatives and Options**

(1) There are strong reasons for KCC to articulate the strategic direction for children's services in order to avoid the risk of criticism.

## **9. Risk and Business Continuity Management**

(1) Reputational risk, if any, relate to the point mentioned in paragraph 8.1 above.

## **10. Conclusion**

(1) This report has presented the draft Every Day Matters: Kent County Council's Children and Young People's Strategic Plan 2013 -2016, which has been endorsed by Corporate Directors for Families and Social Care, Education, Learning and Skills and, Customer and Communities and the Kent Children and Young People's Joint Commissioning Board.

(2) The Cabinet Committee is invited to use the opportunity to inform the draft document before a final draft is produced.

## **11. Recommendations**

(1) The Cabinet Member for Specialist Children's Services will be asked to take the final decision to adopt the draft 'Every Day Matters: Kent County Council's Children and Young People's Strategic Plan 2013 -2016' as the overarching framework for Kent County Council's children's services, after taking into account the views expressed by the Cabinet Committee.

(2) Members of the Social Care and Public Health Cabinet Committee are asked to consider and either endorse or make recommendations on the proposed decision to be taken by Cabinet Member for Specialist Children's Services.

## **Appendices**

Appendix: 1: Draft Every Day Matters: Kent County Council's Children and Young People's Strategic Plan 2013 -2016

## **Background Documents**

Statutory guidance on the roles and responsibilities of the director of children's services and lead member for children's services, Department for Education, 2012.

Kent County Council Revised Accountability Protocol, July 2012.

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