

NHS Ayrshire & Arran



Meeting:	Ayrshire and Arran NHS Board
Meeting date:	Monday 30 November 2020
Title:	East Ayrshire Children and Young People's Services Plan 2020-2023
Responsible Director:	Eddie Fraser, Director of East Ayrshire Health and Social Care Partnership
Report Author:	Claire Kavanagh, Interim Planning and Performance Manager, East Ayrshire Health and Social Care Partnership

1. Purpose

This is presented to the Board for:

- Discussion

This paper relates to:

- Government policy/directive
- Legal requirement
- Local policy

This aligns to the following NHSScotland quality ambition(s):

- Safe
- Effective
- Person Centred

2. Report summary

2.1 Situation

The East Ayrshire Children and Young People's Services Plan 2020-23 ('the Plan') sets the local long term strategic intent for improvement in outcomes for all children and young people and sets out the key activities for 2020-23 to deliver these in priority areas; Covid-19 response, recovery and renewal; tackling poverty; respecting and promoting rights; improving wellbeing; achieving!; and keeping safe. The Plan has been developed through engagement with local children, young people, families and partners to understand what matters most to them, building on the previous Children's Services Plan 2017-20.

This paper presents the East Ayrshire Children and Young People's Services Plan 2020-23 (Appendix 1) and the East Ayrshire Children and Young People's Services Plan; for Younger Readers (Appendix 2).

2.2 Background

Children's Services Plans meet the terms outlined in the Children and Young People (Scotland) Act 2014 and follow updated statutory guidance on children's services planning, effective from 1 April 2020. Accordingly, Children's Services Plans seek to improve outcomes for all children and young people by ensuring that local planning and delivery of services is integrated, focussed on securing quality and value through preventative approaches and dedicated to safeguarding, supporting and promoting child wellbeing.

The East Ayrshire Community Plan 2015-30 is the sovereign and overarching planning document for the area, providing the strategic policy framework for the delivery of public services by all partners, delivered thematically across; Wellbeing, Economy & Skills and Safer Communities. Oversight of Children's Services Plans rests with the Community Planning Partnership ('CPP') Board, with responsibility for strategic planning and continuous improvement activity shared by the Children and Young People's Strategic Partnership ('CYPSP') and the Child Protection Committee ('CPC'). The CYPSP, CPC and CPP Board have been engaged throughout the development of the Plan.

The Plan was approved by the Child Protection Committee and the Children and Young People's Strategic Partnership in August 2020 and by the Community Planning Partnership Board on 24 September 2020. In line with statutory requirements, Plan documents have been shared with Scottish Government colleagues during September.

2.3 Assessment

The Children and Young People's Services Plan 2020-23 contains East Ayrshire's long term aspirations, ambitions and services plans. It is a celebration of the many things children, young people, families and partners have to be proud of and a collective promise to focus on key areas that will make a meaningful difference to the lives of local children and young people, their carers and families to achieve the local vision:

"in East Ayrshire, our children and young people grow up loved, safe and respected so that they realise their full potential"

In making the Plan, partners have listened to and heard children and young people, their families, carers and people who are involved in their lives. Over the lifetime of the Plan, the focus will be on:

- recovery and renewal from the impact of COVID-19
- tackling poverty
- respecting and promoting children and young people's rights
- improving wellbeing
- achieving!
- keeping children and young people safe

The Plan was developed by extensive engagement and collaboration with a number of different groups including children, young people and their families, residents of East Ayrshire and the children and young people's services workforce. This engagement was crucial to understand the experience of their lives and the things that

matter most to them. Activities included working with the Children and Young People's Cabinet to collaboratively design the engagement programme and interactive game-based exercises at Play Day, workshops with local groups and forums and virtual/physically distanced conversations during the Covid-19 pandemic, to identify local priorities and outcomes. Engagement with children and young people was continuous, through to design of the final Plan.

The extant Plan and the progress made towards improved outcomes for children and young people during 2017-20 were reviewed as well as learning from best practice from Plans from other areas and national guidance.

The result is a succinct and visually appealing, strategic-level Plan, with long term aspirations, aligned to the Community Plan and Local Outcomes Improvement Plan, supported by 3 year deliverables. It is accessible to children and young people via its use of language and by availability in a range of formats.

Strategic Priorities

a) Recovery and renewal from the impact of COVID-19

Since March 2020, the Coronavirus pandemic has affected the life of every child and young person in East Ayrshire and partners recognise that the harms caused are greater for some. The Plan focusses work around the children, young people and families facing the most barriers to reaching their potential. Children and young people are one of three local top level strategic priorities for Coronavirus recovery and renewal in East Ayrshire and the Plan recognises actions must be dynamic and able to change at pace as the situation develops aiming to: reduce the impact on children and young people's emotional and mental health; minimise the impact on children and young people's education; focus on vulnerable and care experienced children and early years; and; ensure connections and relationships are maintained.

b) Tackling poverty

The Plan recognises that an unacceptably high number of East Ayrshire children and young people experience poverty through increasing living costs alongside low wages as well as the impact of COVID-19 and cuts to benefits.

The Plan seeks to ensure these vulnerable children and young people have better mental health, happiness and the same life chances as their peers. It will deliver across key strategic action areas to mitigate, prevent and undo the causes and consequences of child poverty with measures including breaking down the barriers to affordable transport, ensuring economic benefits for major developments are distributed fairly across communities, ensuring financial inclusion services have maximum reach, continuing to roll out free P1- P3 meals and early years expansion, delivery of good quality affordable housing for families, rapidly rehousing people and families who are at risk of, or who are experiencing homelessness and improving information sharing and promoting a consistent anti-poverty message across East Ayrshire.

c) Respecting and promoting children and young people's rights

The Plan provides the strategic fulcrum for new and innovative ways to ensure the broadest and most diverse range of children and young people in East Ayrshire are in the driving seat for decisions that affect them.

The Plan aims that all East Ayrshire children and young people, regardless of ability or background, are aware of and can meaningfully express their rights and responsibilities and can comfortably express their views in discussions about their lives. Through delivery of the Plan, East Ayrshire children and young people will be heard, valued and taken into account when decisions are being made and should be at the centre of any plans and decisions about their lives. Children and young people within East Ayrshire will be empowered to take forward appropriate actions in any plans about their lives and to actively participate in planning services.

d) Improving wellbeing

The Plan aims for all children and young people within East Ayrshire to have better quality of life and recognises the impact that early experiences and having a safe place to live have on healthy development and life chances. By continuing to embed Getting It Right For Every Child through improved partnership working with children and young people in East Ayrshire and supporting families to remain together and, where that is not possible remain connected, the Plan will ensure that all local children and young people feel attached to each other, their families and communities in a way that positively impacts their life giving them better life chances.

Through the Plan, children and young people of all abilities in East Ayrshire will have access to information and activities to support a healthy life so that they are physically and mentally healthier, more resilient and feel better able to look after and improve their own health and wellbeing.

e) Achieving!

The Plan recognises that every child and young person in East Ayrshire deserves to have a sense of purpose, control over their lives and to be able to overcome barriers they face to achieve their ambitions. In delivering this, the inequalities faced by some local children, young people and their families will be reduced.

The Plan focusses on improving the attainment gap and achievement outcomes for local children and young people, in particular, care experienced children and young people and those who are looked after at home. Investment in early years will create better life chances for children within East Ayrshire, particularly those in the most deprived communities.

Through the Plan, all East Ayrshire children and young people's potential will be maximised. They will be engaged and able to access learning and skills development and supported to perform to the best of their ability so that they are well educated, skilled and provided with the opportunity of a positive destination when leaving school.

f) Keeping children and young people safe

The Plan recognises that all children and young people within East Ayrshire have the right to be protected from neglect, abuse and harm and to grow up in a safe environment.

Through the Plan, partners will minimise the potential for further harm by identifying neglect at an early stage and delivering effective supports to help prevent escalation to Child Protection. Through the Plan, an early intervention, prevention and protection approach across all safeguarding themes should ensure that all local children and young people live in communities that are safe environments. The Plan promotes the continuation of a Whole Services Approach to support East Ayrshire's children and young people to stay on a positive path as responsible citizens, to make them more resilient and able to make positive choices thereby keeping themselves and each other safe and reducing the numbers going missing or entering the criminal justice service.

2.3.1 Quality/patient care

The Children and Young People's Services Plan 2020-23 seeks to improve outcomes for all children and young people in East Ayrshire.

2.3.2 Workforce

There are no workforce implications arising directly from the Plan, though future service improvement activity under the auspices of the Plan may have workforce implications.

2.3.3 Financial

There is no financial impact arising directly from the Plan.

2.3.4 Risk assessment/management

There are no risk implications arising directly from the Plan

2.3.5 Equality and diversity, including health inequalities

The Plan supports Community Planning Partners to meet the terms of the Children and Young People (Scotland) Act 2014 and public sector equality duties. The Plan aims to reduce health inequalities and improve service design and delivery around the particular aspirations and needs of children, young people, families and carers.

2.3.6 Other impacts

The Plan is aligned to and supports delivery of the Community Plan and Local Outcomes Improvement Plan.

2.3.7 Communication, involvement, engagement and consultation

The Plan has been developed through extensive engagement and consultation with stakeholders, particularly children, young people, families and carers.

2.3.8 Route to the meeting

This has been previously considered by the following groups as part of its development. The groups have either supported the content, or their feedback has informed the development of the content presented in this report.

- East Ayrshire Child Protection Committee approved the Plan and Report; August 2020

- East Ayrshire Children and Young People's Strategic Partnership; August 2020
- East Ayrshire Community Planning Partnership Board; 24 Sept 2020

2.4 Recommendation

Members are asked to examine and consider the implications of the Children and Young People's Services Plan 2020-23.

3. List of appendices (where required)

The following appendices are included with this report:

- Appendix 1 - East Ayrshire Children and Young People's Services Plan 2020-23
- Appendix 2 – [link to East Ayrshire Children and Young People's Services Plan 2020-23; for Younger Readers](#)

EAST AYRSHIRE

CHILDREN & YOUNG PEOPLE'S SERVICES PLAN

2020:2023



'in East Ayrshire,
children and young
people grow up loved,
safe and respected so
that they realise their
full potential'



WELCOME

Welcome to the East Ayrshire Children and Young People's Plan. It contains our long term aspirations, ambitions and services plans. Our Plan is a celebration of the many things we have to be proud of and a collective promise to focus key areas that will make a meaningful difference to the lives of our children and young people, their carers and families.

We are working in a time of unprecedented challenge; the Coronavirus pandemic has disrupted the life of every child and young person in East Ayrshire. Our response to the emergency has focussed on maintaining crucial, supportive relationships with our children, young people and families and as we renew and recover, these will be more important than ever.

Now more than ever, we want our children and young people to grow experiencing love and compassion. We want them to benefit from being able to play and learn, to develop their confidence and skills and to be cared for by their families and the communities around them. Through shared responsibility, leadership and collaborative action to address key issues, we will succeed in achieving our vision:

“in East Ayrshire, our children and young people grow up loved, safe and respected so that they realise their full potential”

In making this plan we have listened to and heard our children and young people, their families, carers and people who are involved in their lives. We recognise children and young people as experts and our strongest assets; we will continue to work together for better outcomes.

Over the lifetime of this plan, our focus will be on:

- recovery and renewal from the impact of COVID-19
- tackling poverty
- respecting and promoting children and young people's rights
- improving wellbeing
- achieving! and
- keeping safe

Every day, I see the compassion and commitment that people who work with East Ayrshire's children, young people and families bring to their role and I see the amazing successes that are achieved through relationships and working as partners. Over the lifetime of this plan I know that, together, we can do even more to improve the lives and futures of all our children and young people. I urge all those with an interest in children and young people's services to contribute to the delivery of our plan and look forward to working you.



Eddie Fraser

Chair, East Ayrshire Children and Young People's Strategic Partnership



Dancefest

Children and young people from over 30 local schools, community groups and private dance schools played to a packed house for three nights in the Grand Hall and Palace Theatre in Dancefest's ninth year.



Context & Priorities

Our strength is our embedded culture of working in partnership with our communities and with families. The [East Ayrshire Community Plan 2015-30](#) is the sovereign and overarching planning document for the area, providing the strategic policy framework for the delivery of public services by all partners, delivered thematically across; Wellbeing, Economy & Skills and Safer Communities.

Within these Community Planning arrangements, the [Children and Young People's Strategic Partnership](#) ('CYPSP') and [Child Protection Committee](#) ('CPC') have collective responsibility for strategic planning and improvement of services for children and young people. We know what success will look like as we realise our vision.

From these foundations, we are able to celebrate strong performance, as confirmed by the [Joint Inspection of Children's Services](#) published in 2018, that we are:

- supporting children, young people and families through meaningful relationships;
- achieving improved outcomes for children and young people despite challenges associated with high levels of poverty and deprivation and;
- building a vibrant community.

The impact of Coronavirus and lockdown has and will continue to be significant. Interruption of key family relationships, friendships, absence from the structure that school provides and for too many, personal loss, is having a profound effect on the emotional and mental health of children and young people across all our communities.

It is imperative that we respond and in our recovery and renewal phase, we are striving to be well placed to provide the right support in the right place at the right time.

A number of important drivers continue to influence and shape this plan and our activities, including;

[Getting It Right for Every Child](#)

[Children & Young People \(Scotland\) Act 2014](#)

Further information can be found in [Key Strategic Drivers](#).

We particularly recognise the [Independent Care Review's](#) call to action to achieve significant and lasting change in the way Scotland cares for its children and young people. We are strengthening our commitment to enshrining the [United Nations Convention on the Rights of the Child](#) ('UNCRC') in our recovery, renewal and everything we do.

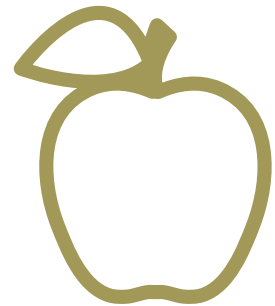
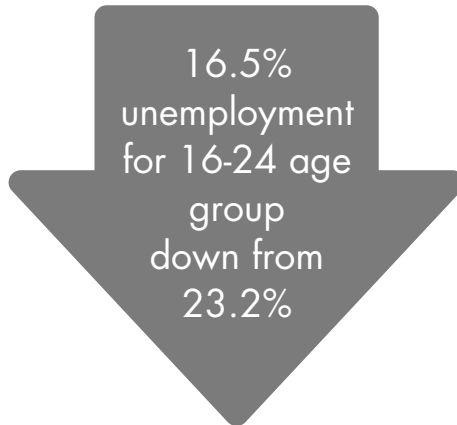
Celebrating 2017-20

Throughout this plan, we have been able to showcase a snapshot of East Ayrshire children and young people's achievements, perspectives and contributions. We also celebrate the success of working together and improving outcomes. Click on the images on page 8 to find out more.

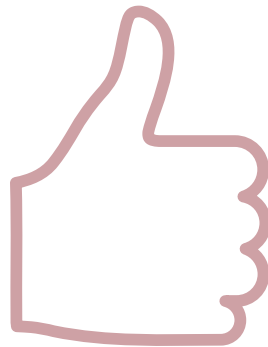
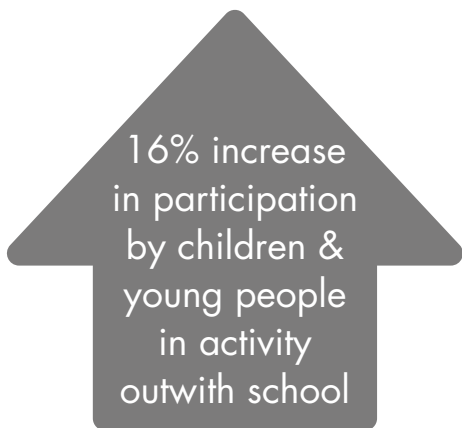
Achievements



19.4% babies exclusively breastfed at 6-8 weeks, up from 14.7%



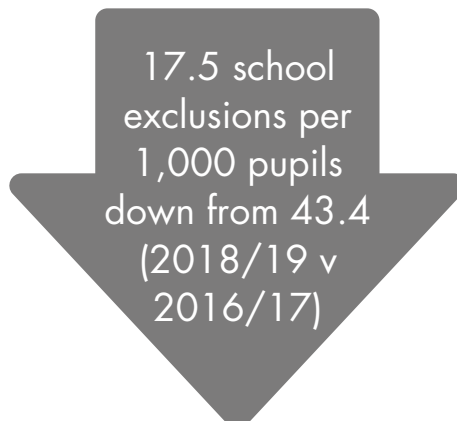
76.4% P1 children with a healthy weight up from 73.1%



88.9% looked after children in positive destinations, up from 61.8% (2019 v 2015/16)



635 families supported & 500+ parental engagement sessions held - home link workers



100% of target group accessed age appropriate online safety programme (2018/19)

Perspectives

'use digital platforms to spread awareness'

'stop buying fast fashion and reuse more clothes'

'choose to walk or take the bus instead of the car'

'wear a jumper instead of turning up the heating'

Children and young people of East Ayrshire, [Climate Change Conference](#)

'We met the Community Planning Partnership and it was really beneficial as we felt we were listened to, it was obvious they actually listened to us as we met again in November and they gave us feedback about what they have done since June! We have future meetings scheduled and it really shows they care about our opinions'

Aimee Purdie, [Celebrating a Year of Young People 2018](#)

'story telling about bullying to challenge this'

'teach responsibility and socially acceptable behaviour'

'it's ok to feel that way and not just physical health'

Children and young people of East Ayrshire, [Making the Children and Young People's Services Plan](#)

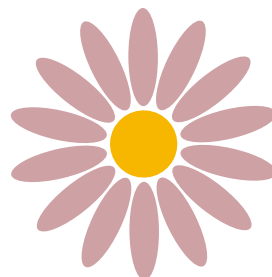
'sugar is bad. Always think of an alternative way to handle a situation'

'if someone needs help I will know what to do...'

'learned that if my friend is upset, just tell a teacher'

'I will do more exercise, be a better person'

Children and young people of East Ayrshire, 2019 Youth Conferences Report



Working Together



CHALLENGE POVERTY



SAFER SCHOOLS



PLAYDAY



BABYCHAT GROUPS



INTERGENERATIONAL ACTIVITIES



BUTTONS MICE



SHANNONS BOX



YOUNG CARERS STATEMENT



DANGER DETECTIVES



YOUTH CONFERENCE UNCR

Coronavirus & Children and Young People's Services

The first case of Coronavirus (COVID-19) in Scotland was confirmed on 1 March 2020. Since then, the impact on day to day life for everyone in the country is without comparison in living memory. Children, young people and families have and will continue to be at the heart of East Ayrshire's response to the pandemic. Our focus is ensuring that we continue to provide essential services to those who are most vulnerable and on supporting those who are most in need. In a very short space of time, we transformed our ways of working, putting services on an emergency footing,

We have prioritised public protection of children and young people and changed the way we protect vulnerable children, with the Chief Officers' Group for Public Protection meeting fortnightly to provide increased oversight. Whilst face to face contact has necessarily reduced, we have found innovative ways to ensure support can be accessed and where necessary, home visits have been undertaken, using appropriate Personal Protective Equipment (PPE). In-school education has continued for vulnerable children and young people and children of key workers and a significant at-home learning programme has been offered, supported by the teaching workforce. At the time of writing, over 500,000 meals have been prepared and in excess of 7,000 meals are being delivered per day to over 2,000 households alongside 12 community larders. Children and young people who required to shield have been supported through phone contact and befriending, food and medication deliveries and a bespoke printed and online Wellbeing pack of activities and 'boredom busters'. Over 640 children's activity packs have been funded by the East Ayrshire Child Protection Committee and taken to children early in lockdown by social work, health visitors, school nurses, vibrant communities, family support workers and foster carers, helped along by Buttons Mice. Children have loved the packs, particularly rainbow colouring, paper plate face packs and make-your-own-cards.

During lockdown and subsequent physical distancing, children, young people and families have been able to achieve positive outcomes:

- *'Jack had his 3yr old immunisations today at Newmilns surgery. For anyone thinking of delaying immunisations, please think again, I had a very positive experience. Prepped Jack beforehand for the nurse who gave them wearing a mask so he wasn't scared. Jack thought this was funny, the nurse Vicki kept talking to Jack and we had no issues at all. She had PPE in place, proper handwashing, one patient in the surgery at a time, therefore we didn't come across anyone else. I wouldn't normally share personal experience but I was impressed with the set up.'*
- *A young woman, who had previously been in kinship and foster care and experienced a lot of trauma in her life has achieved success during lockdown. She has always maintained strong relationships with her workers, has successfully completed a midwifery course and landed a position within the NHS.*
- *A young man has really enjoyed his time with his foster carers during lockdown. He is said to have grown in confidence and learned some new practical skills as he has asked to help his carer who is renovating a property. He has said he enjoyed learning new DIY skills and might use this as experience for his future career. He has enjoyed karate classes and using the carer's gym. His foster carers have described him as happy and confident at this time.*
- *A young mum, who is care experienced and who has spent time in secure care has continued to work intensively with supports, to turn her life around. During lockdown she engaged with a pre-birth assessment, carried out by a locality addictions worker resulting in a Team Around the Child, rather than Child Protection. She has been in employment for five years, is supported by her grandparents and it has been agreed she does not need extra support from social work for her pregnancy.*

Youth Cabinet

Young people sharing their views with the Community Planning Partnership



Understanding Our Challenges & Making This Plan

Our plan builds on the things we do well and is for every child and young person in East Ayrshire. It also focusses our work around the children, young people and families that face the most barriers to reaching their potential. Whilst every child and young person has been affected by Coronavirus, we know that the harms caused are greater for some.

Collaborating with children, young people, families & partners is key to what we do. We learned from children and young people's experiences, including those who are care experienced or who have additional support needs. They told us:

- Mental health is as important as physical health and needs to be treated the same;
- Families, especially families with low incomes or where drugs or alcohol are problems; need to be supported to participate in their community and to access help when its needed;
- Playing and spending time outside is essential to growing up happy and healthy;
- Conversations and decisions about children and young people must include them; and
- Being safe online matters as much as being safe in their families and communities.

More information can be found in [Making This Plan](#). Specifically about Coronavirus, our young people told us:

- 70% in East Ayrshire are unsure how to access financial support;
- 44% are unsure how to access mental health support;
- Everyone sticking to lockdown and subsequent restrictions would help combat the virus better;
- They want resources to keep fit, healthy and active online;
- The drawback of an increasingly online world is that it could result in children and young people not wanting to go out and a reduction in real world social skills;
- A consistent approach to Education, during and after lockdown, so that everyone gets the same opportunity; and
- New opportunities need to be found for employment/training placements that have been lost because of the virus.

And we looked at relevant data:

- 26% of children live in relative poverty (2019)
- 72% no concerns at 27-30 month review Target 85%(2017/18)
- Primary Literacy 58.6% Scotland 71% (2019)
- 16.9% babies exclusively breastfed at 6-8 weeks (2017/18) Target 28.2%
- 824 referrals to CAMHS, up from 740 (2018/19 v 2016/17)

Further information about the information we use to understand the challenges faced by our children, young people and families can be found in [Evidence and Needs Assessments](#).

Local Conversation

Children and young people planning future health and social care services, 2019 Local Conversation



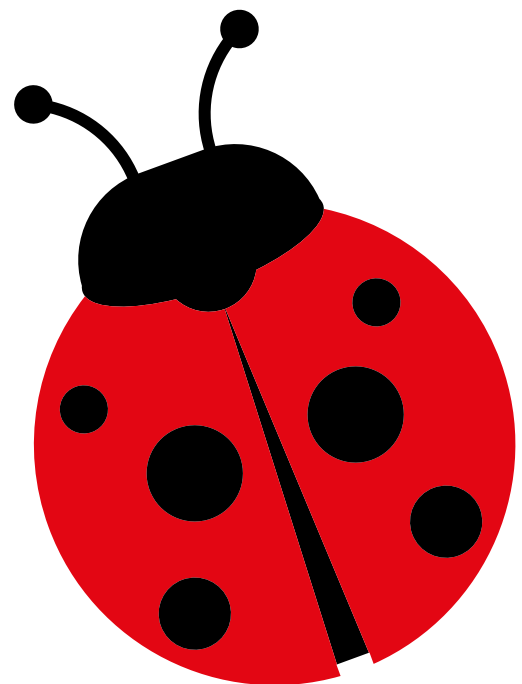
What We Learned

By using this evidence and hearing the voices of our children, young people and families, we have identified where we have to target our efforts and resources

- Too many of our children and young people are living in poverty and relying on emergency food provision and we are likely to see even more.
- More of our babies could be exclusively breastfed, when we know the benefits to mum and baby.
- Our new mums, children and young people wait too long and face too many barriers when they need support for their emotional wellbeing and mental health and more families are in this position now.
- More has to be done to ensure families are supported at the earliest possible opportunity, so that every child and young person can develop and thrive.
- Our care experienced children and young people are not achieving academically as well as their peers.
- Too many of our children and young people tell us that bullying is a problem.
- Vulnerable and isolated children and young people need to be routinely involved in decisions that affect them and we need to find better ways of encouraging meaningful participation and involvement to achieve this.
- The public sector continues to face significant financial challenge in these unprecedented times, through renewal and transformation we will create opportunities to work differently.

We heard a clear message that local children and young people live by a strong set of values and beliefs that we will seek to explore further, instil and promote.

- anti-bullying
- good deeds and kindness
- friendship
- freedom to play
- our voice matters



Playday

Making the Children and Young People's Services Plan



Live Priorities

Response, Recovery & Renewal

Children and young people are one of three local top level strategic priorities for Coronavirus recovery and renewal. Our actions must be dynamic and able to change at pace, as the situation develops and in this context, our aims over the next two years are:

- reduce the impact on children and young people's emotional and mental health;
- minimise the impact on children and young people's education;
- focus on vulnerable and care experienced children and early years; and
- ensure connections and relationships are maintained.

What We Are Doing

- Establish and implement the Wellbeing Delivery Model and early family support approach by all services.
- Maximise the use of resources and alternative delivery models to minimise the impact of the Pandemic on children and young people's education.
- Maximise relationships with partners and each other.
- Assess and consider the impact on the Scottish Attainment Challenge, to inform further work being taken forward.
- Consider and act on outcomes from the Independent Care Review.
- Ensure that pastoral support and connections with children are maintained.
- Focus on 16+ Opportunities for All.
- Focus on Early Years, Early Childhood Centres and partners.

Detailed information about how we are delivering this activity can be found in our [Local Phasing Plan](#), [Children's Health, Care and Justice Service Improvement Plan 2020/21](#) and [Report 1](#) and [Report 2](#) to East Ayrshire Council's Executive Committee on Responding to the Pandemic.

Beyond

All the work we do, in pursuit of our long term ambitions is focused on:

- Tackling Poverty
- Respecting and Promoting Children and Young People's Rights
- Improving Wellbeing
- Achieving! and
- Keeping Safe

More information about how we will create improvements in these areas can be found in the following sections.

CONNECTING VOICES



We are 'Connecting Voices' a participation group of care experienced young people who get together regularly to discuss barriers, share stories and attempt to make positive changes for care experienced young people in East Ayrshire.

We see the East Ayrshire Promise as a list of promises made by our corporate parents to help young people reach their full potential when growing up in the care system. Connecting Voices have worked each week on a whole load of ideas to make care better. Like our corporate parents we would like to make it better for a young person entering care and when they leave care. We wanted to update the East Ayrshire promise because we felt it was old and needed updated as there are a few things we thought should be on it that aren't in it.

Our Corporate Parenting 'Ask' is therefore that our Corporate Parents will:

- **Make sure we do our best to keep brothers and sisters together and when this is not possible make sure they have contact as often as possible.**
- **Involve children and young people in all decisions made about them.**
- **Listen to all young people's point of view even if we don't agree.**
- **Make sure young people get the help that they need with education.**
- **Take a chance by giving care experienced young people jobs but also understand that care experienced young people usually don't have mums and dads to help them get jobs.**
- **Promote young care leavers in the correct way by celebrating their achievements.**
- **Support young people and children to travel to see family and friends to help rebuild relationships.**
- **Commit to undertake training on our corporate parenting responsibilities and more communication between them.**
- **Help young people to fit into their communities by providing and supporting community activity programmes.**
- **Find creative ways i.e. social media for young people to keep in touch with their family, social worker & corporate parents.**



Chair
Community Planning Partnership Board



Chair
Executive Officers' Group

East Ayrshire Promise

A group of local care experienced young people redesigning the 'ask' of corporate parents.

Our Philosophy & Our Promise

Our children, young people, families and carers all have the potential be vibrant and strong. Our philosophy is to cherish, harness and develop:

What's strong, not what's wrong.

In this way, families build more resilience, protect themselves from risks and develop happier relationships, creating healthier lives for longer.

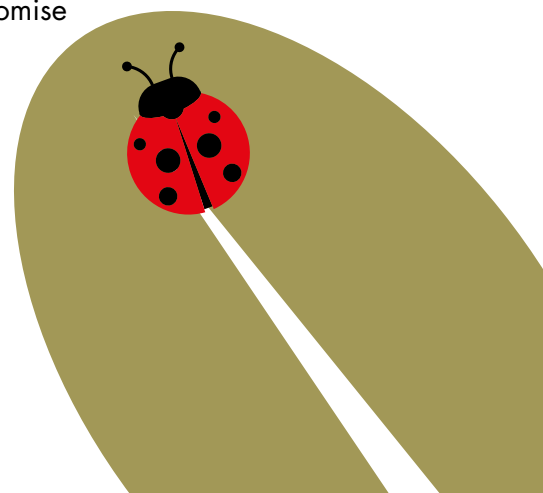
- We will bring our compassion to all our work with children, young people and families.
- We will build relationships as people around our shared values and around the needs and wants of every child and young person.
- We will be positive role models.
- We will open doors to opportunities for more learning, development and engagement in meaningful activities.

Thousands of care experienced children and adults, families and the paid and unpaid workforce told the [Independent Care Review](#) what Scotland must do to make sure its most vulnerable children and young people feel loved and have the childhood they deserve. We have pledged to #KeepThePromise and we will continue to nurture our commitment to making change happen:

- Voice: children must be listened to and meaningfully and appropriately involved in decision-making about their care, with all those involved properly listening and responding to what children want and need. There must be a compassionate, caring, decision-making culture focussed on children and those they trust.
- Family: where children are safe in their families and feel loved they must stay-and families must be given support together to nurture that love and overcome the difficulties which get in the way.
- Care: where living with their family is not possible, children must stay with their brothers and sisters where safe to do so and belong to a loving home, staying there for as long as needed
- People: the children that Scotland care for must be actively supported to develop relationships with people in the workforce and wider community, who in turn must be supported to listen and be compassionate in their decision-making and care
- Scaffolding: children, families and the workforce must be supported by a system that is there when it is needed. The scaffolding of help, support and accountability must be ready and responsive when it is required.

We will ensure, in the midst of these uncertain times and in every day that follows, that our parenting responsibilities, especially for those children and young people who face the greatest hardships, are at the forefront of our thoughts and actions.

More information about how we are progressing our pledge to #KeepThePromise can be found in our [Independent Care Review- The Promise report](#).



Tackling Poverty

An unacceptably high number of our children and young people know hunger, cold and stigma. Our work to prevent, tackle and reverse child poverty will be tireless, our aim to eradicate its harsh reality for every East Ayrshire family. Increasing living costs alongside low wages mean working families are struggling- we see this more and more. At the same time, the impact of COVID-19 alongside cuts to benefits continues to be felt throughout our communities, including those which are more rural.

Across all partners, we will intensify our efforts to ensure these vulnerable children and young people have better mental health, happiness and the same life chances as their peers. We will challenge poverty-related stigma wherever we find it.

What We Will Do

In addition to the work to address child poverty that is embedded across our Community Planning Partnership's [Thematic Delivery Plans](#), we will deliver across the key strategic action areas set out in our [Child Poverty Action Plan](#) to mitigate, prevent and undo the causes and consequences of child poverty. In summary, these are:

- Transport: in partnership, we will break down the barriers to affordable transport to enable financially challenged parents, carers and young people to access employment, benefits, support services and other amenities. We will lobby for change and we will explore options for developing a municipal bus service.
- Employment: we will ensure economic benefits for major developments are distributed fairly across our communities, we will continue to have fair working practices and employ, commission and procure in line with, for example, Scottish Living Wage commitments.
- Financial Inclusion: we will ensure financial inclusion services have maximum reach, work together with Social Security Scotland to tackle child poverty and provide up-stream, early advice and support through children's health services.
- Every Day Living Costs: we will continue to; roll out free P1- P3 meals and early years expansion; delivery good quality affordable housing for families; rapidly rehouse people and families who are at risk of, or who are experiencing homelessness.
- Communication: we will improve information sharing and promote a consistent anti-poverty message across East Ayrshire.

We also increasingly recognise the impact of digital poverty. By ensuring digital skills sit alongside literacy, numeracy, and health and well-being as essential skills for lifelong learning, we will build digital literacy and confidence from early years onwards.

Success Looks Like:

- Less than 10% of children living in relative poverty.
- Less than 5% of children living in absolute poverty.
- Less than 5% of children living in combined low income and material deprivation.
- Less than 5% of children living in persistent poverty.
- Every young person is equipped with the digital skills to thrive in modern society and the workplace.

More Information (click on the subject to view more)

[Challenging Poverty](#)

The Importance of Play

Families learning the importance of play
through PB funded project



Respecting and Promoting Children and Young People's Rights

East Ayrshire has a long standing commitment to the meaningful involvement of children and young people. We strive to give a platform to speak and be heard, to reflect upon topics and issues relevant to their lives and to ensure they influence change and improvement.

Children and young people are our partners. We want them to be the drivers of their services. From the foundations in place, we will find new and innovative ways to ensure the broadest and most diverse range of children and young people are in the driving seat for decisions that affect them.

What we will do:

- uphold, champion and defend the rights of children and young people in all we do and further embed the UNCRC, ready for this becoming law.
- truly deliver GIRFEC with children and young people at the heart of their plans, decisions and services.
- develop and implement innovative ways of ensuring children and young people's voices are heard in discussions and decisions that affect them, including collaborative service redesign and the future of our towns and communities.
- listen to and include all children and young people and to find creative way for them to keep in touch with the people involved in their lives.
- empower children and young people to take control of actions and activities in any of their plans.
- strategically embed the rights of young carers, through implementation of young carers statements.

Success Looks Like:

- children and young people, regardless of ability or background, are aware of and can meaningfully express their rights and responsibilities.
- children and young people, regardless of ability or background can comfortably express their views in discussions about their lives and they are heard, valued and taken into account when decisions are being made.
- children and young people are at the centre of any plans and decisions about their lives
- children and young people are responsible for taking forward appropriate actions in any plans about their lives
- children and young people, including those from under-represented backgrounds, feel empowered to participate in planning services
- children and young people coproduce our annual statement on the state of children' rights and wellbeing within East Ayrshire.
- all Educational Establishments are recognised at bronze level, or above for Rights Respecting Schools Award

More Information: (click subject to view more)

[Connecting Voices](#)

[Children and Young People's Cabinet](#)

[Rights Respecting Schools](#)

[Pizza and Coke](#)



Youth Conference 3

Improving Wellbeing

Wellbeing sits at the heart of Getting It Right For Every Child and reflects the need to ensure individual children and young people reach their potential and have the support they require to be Safe, Health, Achieving, Nurtured, Active, Respected, Responsible and Included.

We want all children and young people to have better quality of life and recognise the impact that early experiences and having a safe place to live have on healthy development and life chances. Working together with children, young people, families, carers and communities and learning from their experience creates simple, helpful solutions at the earliest opportunity. In this way, we will prevent bigger problems from arising.

What We Will Do:

- continue to embed Getting It Right For Every Child through improved partnership working with children and young people at the centre.
- support families to remain together and where this is not possible, increase our effectiveness in keeping siblings together, or connected with each other, when they are looked after away from home.
- scale up prevention, early intervention and wellbeing-focussed models of service delivery for all children, young people and families that promote resilience and better emotional, mental and physical health, ensuring timely access to appropriate, locality focussed services.
- ensure children and young people's development and physical health, regardless of ability, is supported by play, time outdoors and physical activity, including with their family.
- raise community awareness and ownership of neglect and embed systematic approaches to early and effective identification, reporting and intervention.

Success Looks Like:

- children and young people feel connected to each other, their families and communities in a way that positively impacts their life.
- children and young people have better life chances, particularly those in our most deprived communities.
- children and young people have access to information and activities to support a healthy life.
- children and young people are fitter and physically healthier
- children and young people are more resilient and mentally healthier
- children and young people have more access to outdoor activities and learning opportunities.
- children, young people and families feel able to look after and improve their own health and wellbeing.
- children, young people and families have strong and caring relationships.
- our youth led, Children and Young People's Mental Health Commission's recommendations will have been considered, assisting in shaping children and young people's mental health and wellbeing supports for the future.

More information (click on the subject to view more)

[GIRFEC Self Evaluation](#)

[GIRFEC Ayrshire](#)

[Mental Health Delivery Plan](#)

[Local Housing Strategy 2019-24](#)

[Rapid Rehousing Transition Plan 2019-24](#)



Talented Athletes

The achievements of talented young athletes, sports clubs and volunteers were celebrated at 2019's Sports Council and Talented Athlete Awards Evening.

[Athletic talent celebrated with sporting awards](#)

Achieving!

We want children and young people to reach their full potential and recognise that achievement comes in many forms. Children and Young People will be supported in their learning and in the development of confidence, self-esteem and skills at home, in school, in their community and in the world of work.

Every child and young person in East Ayrshire deserves to have a sense of purpose, control over their lives and to be able to overcome barriers they face to achieve their ambitions. In achieving this, we will reduce inequalities faced by some children, young people and their families.



What We Will Do:

- maintain our emphasis on improving the attainment gap and achievement outcomes for children and young people, in particular, care experienced children and young people and those who are looked after at home.
- through investment in early years, we will create better life chances for our children, particularly those in our most deprived communities.
- empower, engage and inform parents and carers in children and young people's learning across East Ayrshire
- maximise the impact of additional funding sources (Scottish Attainment Challenge funding, including Care Experience Funding and Pupil Equity Funding) to; improve wellbeing and attainment outcomes for all children and young people, deliver equity for all learners and close the poverty related attainment gap
- maximise children and young people's potential in the world of work, sports, the arts and as community leaders through learning.
- ensure all vulnerable young people secure a positive destination when leaving school, such as employment and further education and are supported into adulthood

Success Looks Like:

- children and young people are ready and able to access learning and opportunities to grow their skills
- children and young people enjoy and engage with learning and skills development
- children and young people are well educated, skilled and provided with the opportunity of a positive destination when leaving school,
- children and young people are supported to perform to the best of their ability and abilities of all kinds are nurtured and valued
- all young people secure a positive destination, such as employment or further education when leaving school and are supported into adulthood

More Information (click on the subject to view more)

[Parental Engagement Framework](#)

[Education Service Improvement Plan 2018-21](#)

Art and design talent 2020

The talent of young artists was showcased at the East Ayrshire Schools' [Art and Design Exhibition](#) in the Dick Institute Young People's Gallery, for the 21st year.



Keeping Safe

All children and young people have the right to be protected from neglect, abuse and harm and to grow up in a safe environment. We will strive to ensure this happens by working together to enable families and communities to take responsibility for their own safety. At the same time, we encourage a healthy and responsible attitude to taking risks and having enjoyable experiences and recognise that anyone can make a mistake.

Through early identification of neglect and effective intervention at this early stage, we will minimise the potential for further harm. We will continue to raise awareness of domestic abuse and tackle the issue to help anyone who is affected by it, particularly the children and young people whose safety is in jeopardy.

Keeping children and young people safe online is a growing challenge. Cyberspace should offer children and young people a limitless opportunity to expand and enrich their lives. Through collaboration, we will ensure our children, young people and families have positive and safe online experiences. We will strive to reduce the amount of conflict children and young people have with the law by responding in the context of that child or young person's whole world.

What We Will Do:

- work together to improve the safety of all children and young people, through a co-ordinated approach.
- support children and young people to build respectful relationships with each other and tackle bullying wherever it takes place.
- promote safe and responsible online behaviour and provide children, young people, families and the workforce with the confidence, skills and tools to be digitally safe.
- promote and implement an early intervention, prevention and protection approach across all safeguarding themes.
- continue the Whole Systems Approach and through early intervention and prevention, support children and young people to stay on a positive path as responsible citizens.

Success Looks Like:

- Neglect is identified earlier and effective supports are in place, preventing escalation to Child Protection.
- Children and young people live in communities that are safe environments and they are actively involved in keeping themselves and each other safe in public.
- All children and young people are computer literate, know how to stay safe online and make positive choices in their online behaviour.
- All children and young people are assisted to be resilient, to recognise potential safeguarding dangers and make positive choices.
- All children are loved and the number going missing reduces.
- The multi-agency workforce is trauma informed and aware.
- Fewer children and young people enter the criminal justice system, as a result of early and effective interventions.

More Information (click on the subject to view more)

[East Ayrshire Domestic Abuse Policy](#)

[National Action Plan on Internet Safety for Children and Young People](#)

[NSPCC Online Safety Toolkit](#)

[Safer Schools App](#)



Duke of Edinburgh

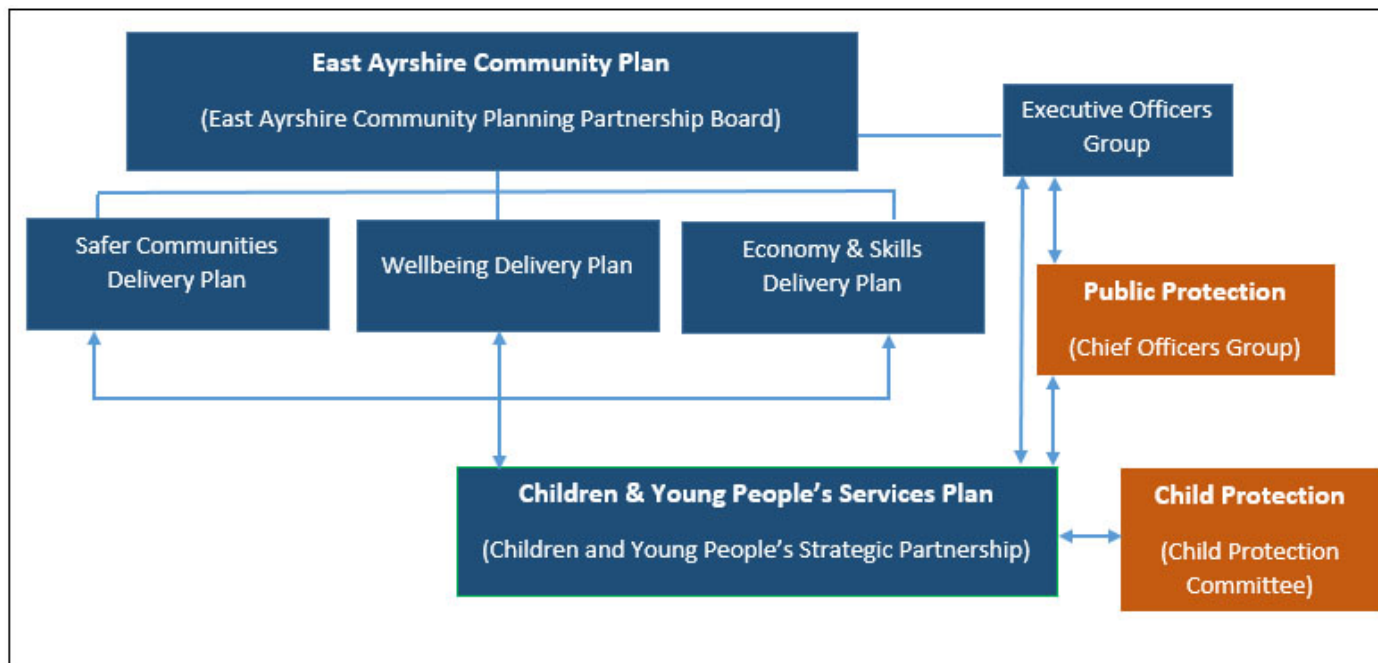
Over 600 young people started a Bronze, Silver or Gold Duke of Edinburgh programme in 2018/19 and almost 200 accolades awarded in November's awards ceremony.

Delivery, Monitoring and Reporting

Community Planning Partners have devolved strategic oversight of this Children and Young People's Plan to the Children and Young People's Strategic Partnership and Child Protection Committee.

It forms part of a wider suite of Community Planning Local Outcomes Improvement Plan (LOIP) reporting materials to allow it to be considered within the context of embedded partnership activity that contributes to achievement of better outcomes for local children, young people families and carers. The pan-Ayrshire Infant, Children and Young People's Transformational Change Programme Board has also taken an advisory role in its development and will continue to be involved in monitoring.

The governance arrangements are set out in the diagram below:



The Children and Young People's Strategic Partnership and Child Protection Committee oversees delivery via quarterly consideration of progress against key actions and indicators and annual reporting to the Community Planning Partnership Board. Detailed information and previous reports can be found [here](#).



East Ayrshire Council
Comhairle Siorrachd Àir an Ear