

# Staffordshire Families Strategic Partnership

**Staffordshire's Children, Young People  
and Families Strategy 2018-2028**



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# Foreword

**On behalf of the Families Strategic Partnership Board, we are delighted to share the Staffordshire Children, Young People and Families Strategy with you. This document has been developed so that all partners including families, have a clear understanding of our ambition and how we intend to achieve it.**

The Families Strategic Partnership Board has taken an approach that puts families at the heart of all we do. We want families to be happy, healthy and safe, to feel they belong to their communities and can give something good back to them.

Families continue to be the cornerstone on which our communities are built. Children and young people are so important to this and their wellbeing and future is a priority for all of us.

Families have told us that they don't want to be in systems or services, they want to be supported by their friends and communities to manage the day-to-day challenges they face. We want to support people to help people and enable communities to see the strengths and resources they have available so they can support their local families. In practice, this will help more families feel confident and able to address their problems as soon as they arise without needing specialist support.

We recognise that some families need more intensive support. We want to ensure they can access this support quickly, and that it will make a difference. We will continuously strive to make sure that our response helps families face their challenges and get back on track. By taking this approach, we can make best use of public sector resources by reducing demand for specialist support, especially across adult and children's health and social care.

Our goal is to create a new relationship between families living in Staffordshire and the organisations who support them. No single organisation can fully support the various and sometimes complicated challenges that some of our families' face.

To succeed we will need to work together and commit to continuous improvement in both planning for and the delivery of services.

We would like to thank everyone who has helped to shape this strategy and who will now drive forward actions both locally and at a county level to make a real difference for Staffordshire's families and communities.



*Helen Riley*

**Helen Riley**  
Chair of the  
Family Strategic  
Partnership Board



*G. Luznyj*

**Glynn Luznyj**  
Vice Chair of the  
Family Strategic  
Partnership Board



# Introduction



Staffordshire is a great place to live. Most children are happy, safe and have loving homes, but there are some families who face challenges that mean they cannot thrive in the way they want to.

There are 168,935 children and young people aged 0-19 years across the county, an area which spans 1,010 square miles.

Staffordshire's families live in one of eight districts: Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands and Tamworth. The largest city in Staffordshire is Stoke-on-Trent, which is administered separately from the rest of the county as an independent unitary authority.

Families across Staffordshire can be very different to each other. Some live in the middle of the countryside; others live in large busy towns. People in some areas have quite a lot of money and comfortable lives, others have less and some live in poverty.

This means that the needs of Staffordshire's children and families can be very different and the way we meet the needs of these families will be different. One of the biggest challenges we face is how to make a limited amount of money and resource work as hard as it possibly can to meet these varying needs.



# If Staffordshire had just 100 children:



## Levels of need across Staffordshire




## The views of children, young people and families


### What Staffordshire's young people and parents value in striving for a positive future

The Families Strategic Partnership has been working closely with the Children, Young People and Families Voice steering group to understand what is important to our communities and what our children, young people and families need to thrive.

Children, young people and families have told us what they value when striving for a positive future:



Helping my child to discover their unique identity, a sense of belonging, purpose and acceptance will ensure their development and mental and physical well being.




Being active, eating healthily and avoiding drugs and alcohol will give me the best chance of a long and healthy life.



Good education and learning opportunities help me to achieve the targets set by my teachers, as well as keeping my future options open. Support and advice to help with decision making is really important.



Taking part in activities and groups gives me confidence to be part of my community and also to give something back through volunteering.



I want to feel safe at home and at school, when I'm with my family and friends, when I'm out and when I'm online.



Working together  
so families  
can thrive



## What we want for Staffordshire's children, young people and families

At all stages in their lives we want Staffordshire's families to lead their best life possible. We want to see children, young people and families who are supported to start, grow and live well.



**Start Well:** every child has the best possible start in life to reduce differences in the quality of their health and wellbeing in the future



**Grow Well:** children and young people are supported to reach their potential so that they can have greater control over their lives



**Live Well:** children, young people and adults are supported to make good lifestyle choices.

## Our Vision

To get what we want for Staffordshire's children and young people, we have a clear vision where:

*“Families and communities have the strength, skills and knowledge they need to ensure their children and young people are healthy, happy, safe and achieve their potential.”*

## Our Priorities

In order to achieve our vision, the Families Strategic Partnership Board and the Health and Wellbeing Board have chosen the same high-level priorities that will help our families to live their best possible life. They are:



**Happy and healthy** - All children and young people are resilient, happy and healthy, making choices that support wellbeing.



**Feel safe and belong** - All children and young people feel safe in their community and at home, are safeguarded from harm and have a sense of belonging.



**Achieve and contribute** - All children and young people achieve their potential including a good education and employment and are supported to make positive contributions to their communities.



## Working together so families can thrive

### Our mid-term priorities:

In order to make this strategy a reality and to achieve our high-level priorities for Staffordshire's children and families, we have developed a number of county wide, mid-term priorities that will be our focus over the next few years.

These mid-term priorities are detailed in our shared delivery plan, and are driven by our vision and underpinned by our high-level priorities.



#### Happy and Healthy

- **Improve children and families' mental health and emotional wellbeing**
- **Encourage communities to be more active and live healthier lifestyles**
- **Reduce avoidable hospital admissions**
- **Improve community networks that promote independence and local resilience**



#### Safe and Belong

- **Support families to stay together**
- **Reduce infant and child mortality rates**
- **Improve parenting skills and aspirations**
- **Develop the formal Early Help support that families receive from professionals and improve the informal Earliest Help offer in local communities through partnership working.**



#### Achieve and Contribute

- **Focus on giving children the 'best start in life' and ensure that children are ready for school**
- **Improve educational achievement and raise aspirations at all ages.**
- **Connect families to more and better employment opportunities**

Our mid-term priorities will continue to evolve over time as we achieve our goals and see new areas of need arise in Staffordshire.

# Making it Happen



## Our Approach

Children, young people and families have said they don't want to be in systems. They want to be supported by people they trust, their friends and families, to resolve the day-to-day challenges they face. Provided children are safe, we want this too!

Supporting families is not about 'doing it for them'. It's about enabling families to find their own solutions to challenges and to give them the tools they need to continue with the positive changes they make. We want to encourage families and communities to make use of the support they have around them, help each other and be able to tackle problems using the strengths they have.

From time to time, some families will need formal early help from professionals and a few will need statutory services and intervention. Where it is required, this input from services will be effective and timely, helping families to get back on track and to stop their situation worsening.

These building blocks show our approach to working with children, families and communities.

**Specialist, intensive support that some vulnerable people will need to ensure their safety.**

Specialist support and care for the most vulnerable within our communities.

**Additional support from statutory services that every community needs and the importance of agencies and partners working closely together to benefit the community.**

Statutory services available to support families and communities

Multi-agency partners working together to provide services and response

**Strong foundations that every community needs to thrive.**

Resilient and Self-Supported Families and Communities

Community and Services Working Together

Skilled and Supported Communities

Partner Organisations Working Together

### Our approach is underpinned by the following principles:

- We will work hard to strengthen our communities, so that families feel supported to meet their own needs locally by using the networks and community resources available to them
- We will always consider how we can enable the community to meet the needs of its families before developing new public sector services
- Where specialist services are required, they will be provided quickly and alongside the formal Early Help that professional services provide
- We will use our resources fully and efficiently to improve the lives of Staffordshire's children and will target those who need our help the most

Working in this way is not only better for families, it is better for public services too. When families and communities are strong, and are able to get Early Help from professionals, there will be less demand for specialist support services.





### Local focus

There are times when a countywide approach may be helpful in maintaining consistency and getting the benefits of doing something on a big scale. However, we know we know that the needs of families and communities differ from each other and so much of the work to ensure families are supported must be driven locally in the heart of communities themselves.

### How will we know we are making a difference?

Overall, we would like to see evidence that Staffordshire's families and communities achieve their full potential and are able to use their strengths and assets to solve the day-to-day challenges they face. We'd expect to see people getting help early from their families and communities and demand for services reducing because people no longer need them.

Our delivery plans will be joined up and measurable so we can continually track our progress towards this.

We will ask our families what difference this strategy and its plans have made to their lives. We will also use data to see if the quality of people's lives keeps improving.



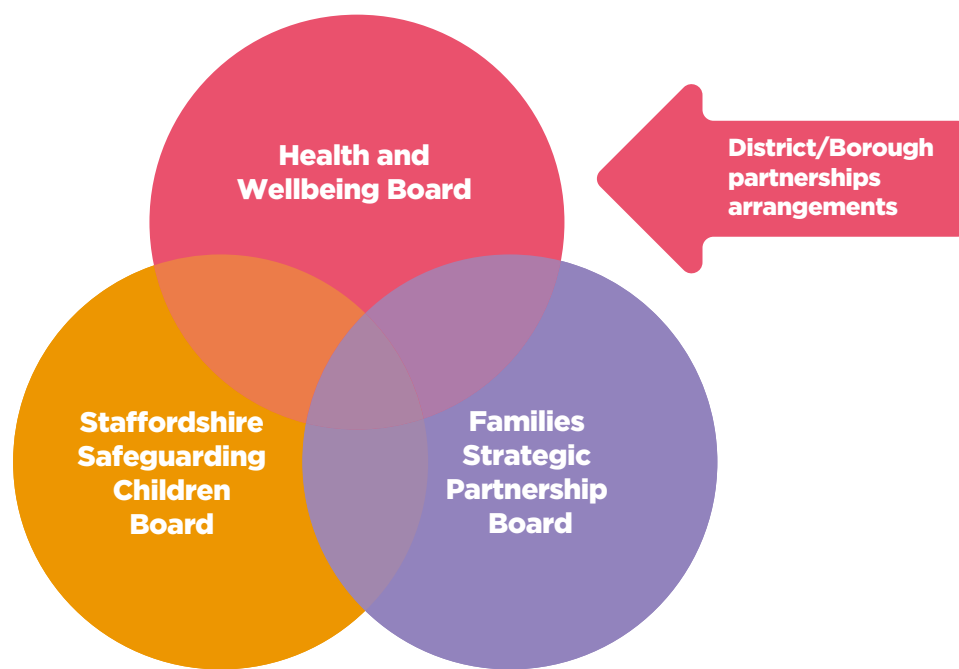
### Shared ways of working

We know that to achieve our vision we need to continue to strengthen the partnership and find new and innovative ways of working together. To continue to strengthen how we work together, we will continuously look for opportunities to:

- Create governance structures that build strong relationships and promote good communication to ensure joint working
- Develop local working arrangements to improve community networks that promote independence and local resilience
- Join our collective resources to make them go further
- Share information and intelligence
- Share standards, quality monitoring and performance frameworks

## Accountability and responsibility

The responsibility for making sure that this strategy is delivered rests with Staffordshire's Families Strategic Partnership Board and in turn, the organisations who are part of the Board.

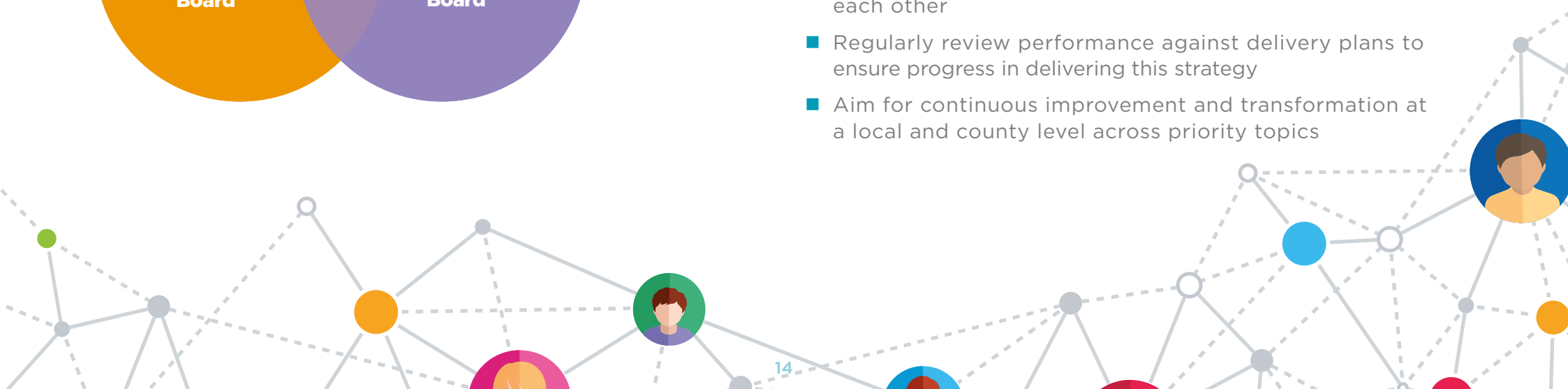


## Partnership representatives include:

*Staffordshire Commissioner's Office, Police, Fire, Voluntary and Community Sector (VCS), Local Authorities (including County/District/Boroughs), NHS England, Clinical Commissioning Groups and Education colleagues. The Partnership works on behalf of the Health and Wellbeing Board and closely with the Children's Safeguarding Board.*

## The Families Strategic Partnership Board will:

- Set the strategic direction and vision around children, young people and families, reviewing and refreshing it when required to ensure it is still relevant and focussed on the right things
- Champion the culture of working together in partnership around the needs of families, continuously asking each other 'what are you doing to embed and deliver this strategy and how can we work together more effectively?'
- Provide leadership to ensure that the actions of different people and organisations in Staffordshire complement each other
- Regularly review performance against delivery plans to ensure progress in delivering this strategy
- Aim for continuous improvement and transformation at a local and county level across priority topics







Staffordshire Families  
Strategic Partnership