



flourish

Flourishing in Norfolk

A Children and Young
People Partnership Strategy
2021–2025

Executive Summary

Introduction

Agencies working with children, young people and families across Norfolk have come together to form the Children and Young People Strategic Alliance, with the shared ambition that Norfolk is a county where every child and young person can flourish.

The Strategic Alliance has produced Flourishing in Norfolk as our partnership strategy and plan for how we will work together to achieve this ambition over the next four years.

Each letter of flourish reflects an aspect of children and young people's lives and what they have told us is most important to them: their family and friends, access to learning, opportunities to lead a good life, being understood, building resilience, respect for their individuality, feeling safe and being healthy.



We want Norfolk to be a county where every child can flourish:

family and friends

Children and young people are safe, connected and supported through positive relationships and networks

learning

Children and young people are achieving their full potential and developing skills which prepare them for life

oppportunity

Children and young people develop as well-rounded individuals through access to a wide range of opportunities which nurture their interests and talents

understood

Children and young people feel listened to, understood and part of decision-making processes

resilience

Children and young people have the confidence and skills to make their own decisions and take on life's challenges

individual

Children and young people are respected as individuals, confident in their own identity and appreciate and value their own and others' uniqueness

safe and secure

Children and young people are supported to understand risk and make safe decisions by the actions that adults and children and young people themselves take to keep them safe and secure

healthy

Children and young people have the support, knowledge and opportunity to lead their happiest and healthiest lives

How well our children and young people are currently flourishing

Family life

Most Norfolk children and young people are able to live safely within loving and supportive families, and the number coming into care is reducing steadily. We know, however, that we need to work closely together to help identify those in need of support at the earliest possible stage to reduce neglect and adverse childhood experiences.

Learning and opportunities

Norfolk's young people's achievement at GCSEs and the number remaining in education post-16 are around national averages, but there is a more mixed picture in earlier years and an attainment gap for disadvantaged groups. The pandemic has also had an adverse effect on learning and opportunities that we need to help our children and young people recover from.

Health and wellbeing

Overall health outcomes for children and young people in Norfolk are similar to those for England. There are, however, differences based on where children live and for some groups of children. Helping our children and young people achieve good mental health and emotional wellbeing is an area both they and our data have told us is really important.

Safety and security

We are seeing the number of social care cases at high risk of exploitation reducing, alongside re-offending rates and the number of first-time entrants into the criminal justice system. Referrals to family support services have, however, increased significantly, reflecting the increased strain on families and the disruption to their usual support and early help networks.

The voice of children, young people and families

There are a growing number of ways children and young people can make their voices heard and have influence over decisions affecting their lives. Young people's and parent carer groups are active across the county, but there is still more work to be done in this area to ensure the voice of all children and young people is at the heart of decision making at all levels.

Our priorities as a partnership

Over the coming years, Children and Young People Strategic Alliance partners will be focusing on four specific areas of work that we have identified as particularly important, based on what children, young people and families and the information we have about them has told us.



Strengthening our shared focus and approach on Prevention and Early Help

- Getting the right help and support to children, young people and families when they need it, no matter who they ask.

- ***What success will look like***

- Children and young people's needs will be collectively understood and identified earlier and the right help will be put in place before problems escalate, with greater numbers of children, young people and families accessing early help and support. Positive outcomes will increase including improved school attendance, increased numbers of parents and carers in employment and reduced risks of homelessness and financial exclusion.



Working together to support children and young people's **Mental Health and Emotional Wellbeing**

- Ensuring all children and young people with an emotional or mental health need have easy access to appropriate and effective support at the earliest opportunity.

- ***What success will look like***

- Children and young people will have access to increased information, advice, help and support at the earliest stages and that meets their needs throughout their journey. Experiences of treatment and support services will improve and children, young people and families will feel better supported by mental health services.

3

Improving support for children and young people with **Special Educational Needs and Disabilities (SEND)**

Ensuring that we continue to improve services for children with SEND and their families, including improved support for families and professionals, better communication and enhanced help to prepare young people for adult life.

What success will look like

Children and young people with SEND will be supported locally, ready for education, training and/or employment and feel confident to aim high and have ownership of their futures. Additional places in specialist schools and resource bases will be created, Education, Health and Care Plans will be high quality and timely and information will be co-produced, accurate and reliable.

4

Addressing gaps in Learning

Bring together those working across education to support learning recovery following the pandemic, with a focus on inclusion for disadvantaged children and young people and transitions between key stages.

What success will look like

Overall academic achievement will return to at least pre-pandemic levels and school exclusions will reduce. Attainment gaps for disadvantaged learners will narrow and a higher proportion of disadvantaged two year olds will benefit from high quality early education. Children and young people will receive education in settings with increasingly positive Ofsted ratings.



How we are working together to achieve our priorities

Alongside working together to achieve our four identified priorities, our Strategic Alliance partners each have strategies and plans which they have developed in order to deliver our wider responsibilities and ambitions for children, young people and families.

Our Flourishing in Norfolk strategy complements and adds value to these individual agency plans through identifying how we can work better together to help every child and young person to flourish. We have identified a number of common areas that, through working together, we know will make a difference for children, young people and families. These include:

- Effective early identification and interventions
- A skilled and understanding workforce
- Choice and control for children, young people and families
- Effective, accessible information, advice and guidance
- Aligned, easy pathways into, through and out of services
- Targeted support for those who need it most
- Integrated working across everyone supporting children, young people and families
- Accessible, engaging opportunities for all
- Sufficient, effective support networks through families, communities and services

How we will know we are succeeding

In delivering our strategy, we are able to call on a wide range of data and information from across our Strategic Alliance partnership to focus on outcomes for children and young people and how well they are flourishing, how well we are addressing the factors that affect these outcomes, and the impact of the support we provide, so that as the Strategic Alliance, we can track our progress.

For more information about the work of the Children and Young People Strategic Alliance and our partnership strategy: [Flourishing in Norfolk](#)

Please contact: Polly Kane, Business Lead for the Strategic Alliance
polly.kane@norfolk.gov.uk



flourish