

# Swindon's Early Intervention, Youth and Community Strategy 2023 - 2027



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# Foreword – Corporate Director for Children’s Services

I am pleased to present Swindon’s Early Intervention, Youth and Community Strategy 2023-2027 which marks a new phase of our Early Help journey. We have made steady progress over the last three years within Early Help which has set the foundations for us to build a more robust Partnership approach with a shared understanding of what we can do collectively to support children and communities to thrive in Swindon.

Moving forward with our Early Intervention, Youth and Community Strategy there will be an even stronger emphasis on building the right partnership to help more families earlier, and in supporting families at the right time, with the right people to receive the right help enabling and empowering them to help build their resilience.

Our Early Intervention Youth and Community Strategy will encompass the direction of Swindon’s two-year Childrens Services Improvement Plan to deliver real and sustainable transformation that delivers improved outcomes for our most vulnerable children and young people with regard for improvement across practice, people, place, and processes.

Acknowledging our need to improve we will continue to deliver the transformation of integrated front door ‘Contact Swindon’ and maximise the opportunity for locality partnership working. The partnership will ensure a robust offer is in place from pre-birth to adulthood with smooth transitions and a full commitment to whole family working to improve outcomes for children, young people and families and reduce inequalities in our communities.

There is a lot of work that will need to be done over the next four years, but this strategy sets out our ambition and we will work together to provide a comprehensive Early Intervention, Youth and Community offer for children, young people, and their families to meet our collective vision.



**Lisa Arthey**  
Corporate Director  
for Children’s Services

## Leader Commitment – Jim Robbins

I’m delighted that the Council is bringing forward this strategy and I’m excited to see the Council bring our strategic missions to life. The mission to reduce inequality is important to us as an administration, and we know that this strategy will play a huge role in making sure that Swindon’s young people get the right support at the right time. I’m delighted by the emphasis on partnership working, as I know that in this time of reduced funding for local government, we can only make a real impact if we work effectively with partners and pool our scarce resources. Making sure that Swindon Council is doing all that it can to support people by making early interventions when needed forms a key part of our plan to increase preventative solutions and reduce the need for the Council to have to offer more intrusive and costly interventions later.

## Integrated Care Board Chief Executive Gordon Muvuti – Swindon Place Director, BSW ICB

NHS Banes, Swindon and Wiltshire Integrated Care Board (BSW ICB) are pleased to support the Swindon’s Early Intervention, Youth and Community Strategy 2023-2027, which offers a clear direction for the coming years.

The focus on early intervention and prevention has never been more key, a point which the ICB recognise within its own strategy. As such, we welcome the introduction of ‘Contact Swindon’ with the benefits that this will give to not just children, young people, and their families, but also professionals working in the system.

Whilst there is recognition that there is more still to be done in the coming years, the ICB look forward to working in close partnership with Swindon Borough Council and other strategic partners to meet the ambitions and vision laid out within the strategy.

## Chief Constable Roper, Wiltshire Police

‘I welcome the introduction of the Early Intervention, Youth and Community Strategy, which sets out a comprehensive plan to deliver the best service for the Children, Young People and their families across Swindon. We are fortunate to have an outstanding Youth Justice Service in Swindon and I believe by working in partnership, with a strong emphasis on prevention and diversion, we can reduce offending and keep our young people safe. Early intervention can be transformational in its impact and builds resilience within communities, addressing the complex social and economic factors that contribute to crime, and ensure a coordinated approach across all agencies to support young people and reduce their involvement in the criminal justice system. I look forward to ever closer partnership working with Swindon as we embed this strategy, and ensuring that we are keeping Wiltshire safe.’

## Voluntary Action Swindon

Voluntary Action Swindon (VAS) are pleased to be able to support Swindon Borough Council's Early Intervention Youth and Community Strategy. As a member of the Early Intervention, Youth and Community Strategic Board, and a voice for the sector, we are very much looking forward to being part of this partnership to get families the support they need as early as possible. VAS are the connective link to the voluntary sector in Swindon and are able to provide information and support via our network of organisations, enabling families to be able to get the right support within their community appropriate to their needs at a place and time suitable to them, and this agenda is critical to the work for the voluntary, community and social enterprise sector.



## What is Early Intervention?

Early help, also known as early intervention, provides the right support to families, at the right time, to achieve change that lasts. It can be provided at any stage in a child or young person's life, from pre-birth through to teenage years. Early help services can be delivered to parents, children or whole families, but the main focus is to improve outcomes for children and help prevent any situation from escalating, or further problems arising.

This Strategy should be read in conjunction with the Levels of need Document The Right Help at the Right Time.

[The Right Help at the Right Time - Swindon Safeguarding Partnership](#)

## Our Approach

The Swindon Early Intervention, Youth and Community Partnership will take a three- tiered approach to working with children, young people, and families.

**Child First, Think Family and Community Partnership.**



# Child First

We know all children have a unique voice and experience of their life. In Swindon we are committed to understanding the experience of life for all children, respecting, and listening to their views. We will identify any barriers that block the voice of the child and will work together to remove these so we hear and act on the child's wishes. We will ensure that across the partnership children are held central to discussions and we will not overlook their voice when building relationships with parents and carers.

Early Intervention, Youth and Community have a history of working with the ABCD rule of Child First and this will continue as our model.

**As children:**  
Recognise how children are developmentally different from adults and require different support.

**Building identity:**  
Promote children's individual strengths and capacities to develop their identity, focusing on the child

**Collaborating with children:**  
Involve children meaningfully to encourage their engagement, and inclusion.

**Diverting from stigma:** Promote and break the cycle of risk factors and vulnerability.

# Think Family Approach

Partners in Swindon have adopted a 'Think Family' approach. Most people live as part of families and provide support for each other. The "Think Family Approach" appreciates the unique circumstances of children and adults and recognises the strengths and resources already within the family and identifies where additional support may be needed. It recognizes that families who want to make long lasting changes often need all members of the family to be involved. Families are individually unique and will have their own culture. It is important to learn from them about their family and for partners to change the way we work with them accordingly.

# Community Partnership Working

We recognize the importance of communities for children and families, being part of a community gives a sense of identity, belonging and being safe, and aligns with the Child First and Think Family approach. Each community is different. Communities can include schools, early years settings, community centres, clubs, play spaces, places of worship and youth facilities and many more. We know that by working together that we can optimise children's potential to have healthy, safe, and emotionally secure childhoods.

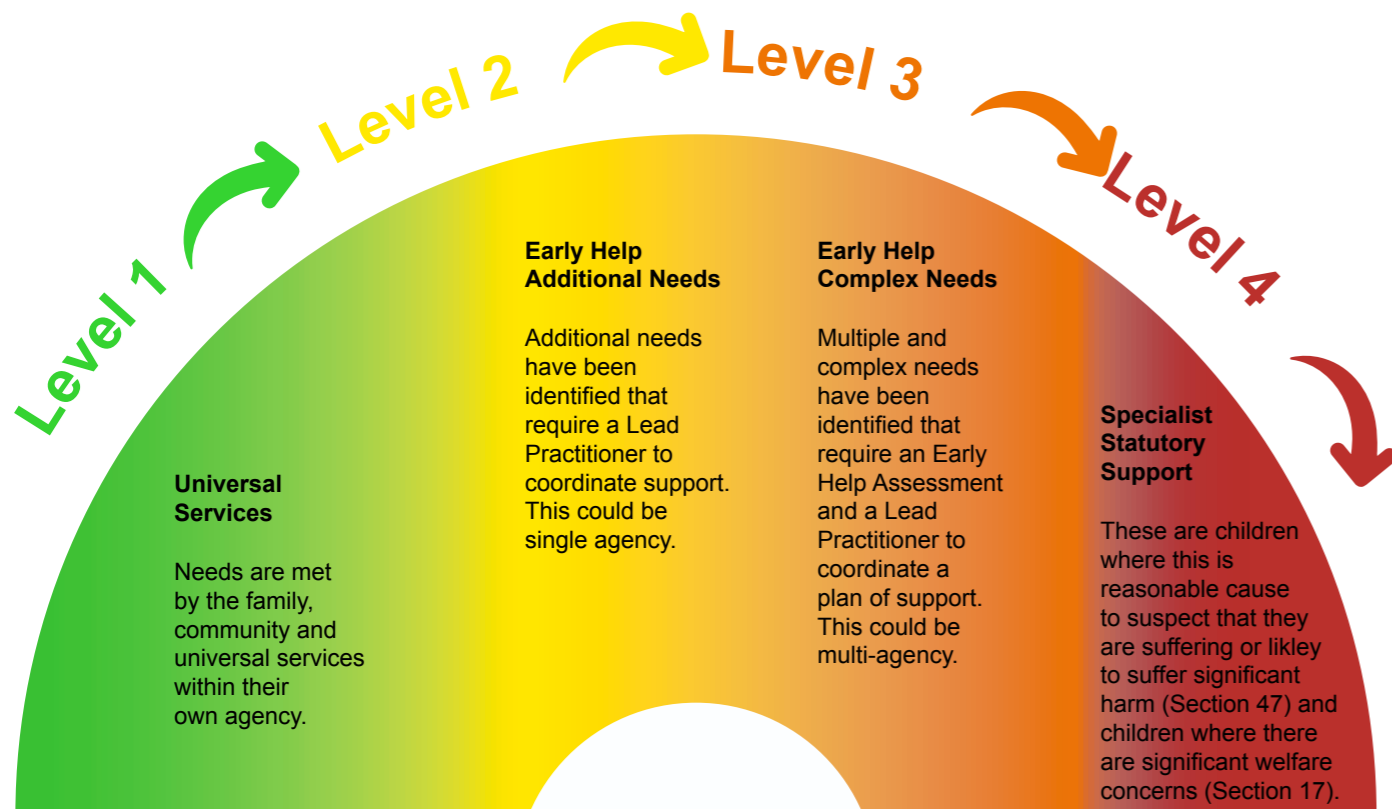
This strategy aims to empower families to access services in their community where they may help and when they need them to reduce the need for targeted or specialist services which can be difficult experiences for families. We will seek support from the voluntary, community and social enterprise sector to create communities that are safe for children to live, grow and thrive and we will work flexibly with families and partners to meet their needs.



# What is Early Intervention in Swindon

Early intervention in Swindon is facilitating timely support for children young people and their families. It is essential to build on strengths, increase protective factors, such as education, strengthening families and decrease risks to well-being, health, and protection.

In Swindon we are committed to keeping children safe and have provided a new way of working that will ensure the most vulnerable children and families have access to services that will meet their needs at the right time in their lives through a variety of services and support at levels 1, 2 and 3, which is a graduated approach to meeting the needs of children and their families.



Levels of early intervention in Swindon (please read this in conjunction with the SSP level of need document for additional information)

## Universal Services

Swindon has a universal offer that is available to all children, young people, and their families across the Borough when children are making good overall progress and are thriving, no additional, unmet needs are identified or where there is a single need identified that can be met by a universal provider. Universal providers are early years and child care settings, schools, FE colleges, GP's and community health services.

## Early Help Additional Needs (includes SEND support)

Swindon's second level of provision is made available for those whose need cannot be met through universal services working independently and may require additional support. This is for children who have needs that are currently unclear and this may include unidentified Special educational needs and/ or disability and where children may benefit from the involvement of their SENCO at SEND support. Additional support can be provided by several different universal services working together. An Early Help Assessment is recommended, and a lead professional should be identified to co-ordinate a family plan of support.

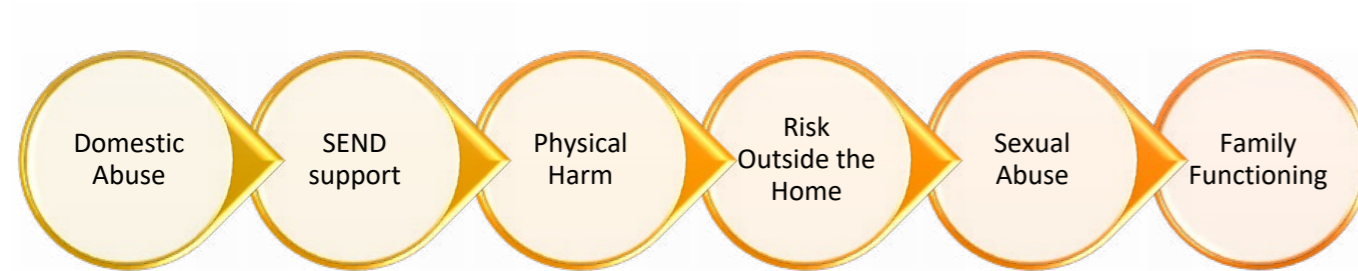
## Early Help Complex Needs

When children have an increasing level of complex/and or multiple unmet/unclear needs a more intensive co-ordinated support is required to prevent concerns escalating, this includes consideration of whether they have any SEND needs. In this situation an Early Help Assessment will need to be completed and a multi-agency Team Around the Family (TAF) will need to take place to develop a robust multi-agency family plan to prevent further escalation of concerns.



# Swindon's Targeted Support Priorities

Data analysis has identified a number of common themes in referrals and these form Swindon's six priority areas that represent individual or multiple challenges facing children, young people and families at Early help complex needs level of need. Swindon Borough Council will be developing additional interventions and /or services utilising our own teams or commissioning where more appropriate to focus on the priorities below.



In addition, through the Joint Strategic Needs Assessment and the national Supporting Families programme, the Swindon Safeguarding Partnership have identified a further six areas for partnership development. These impact on children and young people staying safe, being healthy and learning.

These are;

- Support for good mental health
- Increased take up of immunisations
- Reducing excess weight and obesity
- School attendance and Absence
- Improving access to dentistry,
- Help with substance misuse



# Swindon's Early Intervention, Youth and Community Principles

The Partnership through this Strategy co-production have identified the following principles

- We will ensure that children's welfare is paramount and will work with them to remove barriers and empower them.
- We will seek and listen to children's wishes and feelings. We will ensure they we actively seek these, listen and respond to their feelings and wishes. Using the voice of the child we will build on their strengths and support them to build their identity and increase their resilience
- We will work with whole families through the "Think Family" model to increase capacity offering support at the earliest opportunity.
- We will build on the strengths within families and communities to empower and support through shared approaches, funding and delivery.
- We will support children to be raised by their families, within their family networks or in family environments and will bolster the partnership between statutory and voluntary to provide seamless support and transitions for children and young people moving through levels of need.
- We will work with other agencies to effectively identify and meet the needs of children, young people, and families and focus on evidenced based models of effective practice to achieve better outcomes for children and young people
- We will consider the economic and social circumstances impacting children, young people, and families and respond appropriately
- We will work as a partnership to enhance and develop our non-traditional relationships with communities and the voluntary, community and social enterprise partners.



In addition, we recognize that as partners to support the Principles above we will ensure that

- The processes for referral and intervention levels are clear, available and professional resolution is in place so the right children can receive the right support at the right time and in the right place.
- We have clear roles and responsibilities in the local area to optimise our resources.
- We are flexible in response to locality needs and keep these under review
- We will provide clear and easy to understand information through the Local Offer on schools, early years and child care settings, colleges, and alternative provisions, short breaks, Holiday and family activities and locally available community support
- That partners in Early Intervention will share key information in line with Working together to keep Children safe 2023 on children's attendance data, exclusions, concerns for the child, exploitation concerns and wider social and environmental factors where required.
- We will hold each other to account in delivering the principles of the Early Intervention, Youth and Community Strategy using effective governance.



## Early Intervention, Youth and Community Governance

We will monitor progress and ensure accountability across our partnerships through the Early Intervention, Youth and Community Board. The Board will take ownership of the goals, objectives, and expectations of Early intervention Youth and Community Strategy and partnership delivery and will monitor and evaluate the impact on children, young people, and their families.

The Early intervention, Youth and Community Board will report into the Swindon Safeguarding Partnership.

Early intervention is a key principle and important component in other associated strategies, plans and governance arrangements across Swindon including the Community Safety Partnership, Strategic Inclusion Forum and the Violence Reduction Board and as appropriate reporting may also be required through other partnership groups and arrangements.

## What have we been doing?

Over the past two years partnerships have been developing with Swindon Borough Council facilitating community led events to develop community approaches to support families. Lead commissioners across the Police, Integrated Care board and Swindon Borough Council have provided funding to support community services and are committed through our Principles to jointly commission services or realign our resources when need is identified.

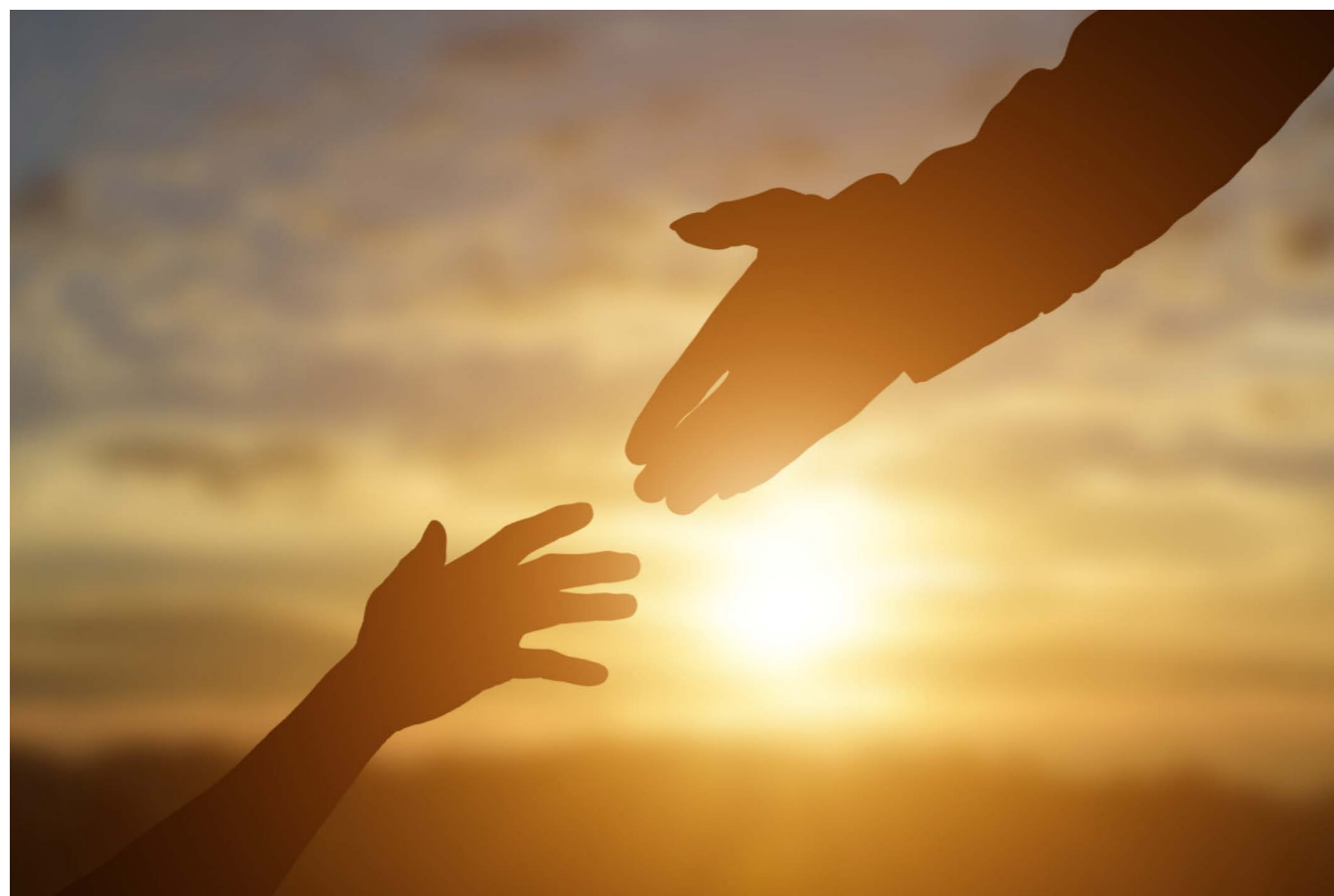
Partners have also been proactive in securing additional funding to support projects such as the Safer Streets Project, Trauma Informed training for all, bespoke packages for children and young people to access to mental health and well-being support.



# Commissioning Services

The Local Authority, the Integrated Care Board and the Police and Crime Commissioner are commissioning significant pieces of work to meet the needs of the children and families in Swindon. There has been work carried out to find out what the need is which has informed our six key priorities that are set within the document, what is already in place and where the gaps are. We know that large organisations are not always well-placed and responsive enough to provide the specialist support that some families need. Therefore, we commission targeted services to meet the needs of some families in Swindon.

As a partnership, we are committed to ensure commissioned services are value for money, experienced in their fields and pass all due diligence checks. They will continue to be robust in their commissioning approach ensuring Early Intervention and safeguarding policies and procedures are in place and effective information sharing amongst all relevant agencies is occurring. The commissioning teams will ensure that it is data informed, innovative, evidence based and evaluated.



# Transforming into Early Intervention, Youth and Community

We know we need to do more to keep children safe in Swindon and we have developed a transformation plan of improvement, set out over two years.



To date we have implemented a new Integrated Front Door called Contact Swindon, developed Locality Panels to provide children, young people, and families to provide access to local services, and have published our levels of need document to ensure children and families have the right support at the right time.

[The Right Help at the Right Time - Swindon Safeguarding Partnership](#)

We have transformed the way that we work by strengthening our partnerships and have integrated Children's services staff into Locality teams and are working to co-locate key partners to support children, young people and their families locally in their communities. We know that this will support families and by working with and in communities and will keep our children safe.



## Domestic Abuse

Domestic abuse, also called “domestic violence” or “intimate partner violence”, can be defined as a pattern of behaviour in any relationship that is used to gain or maintain power and control over an intimate partner. Abuse is physical, sexual, emotional, economic, or psychological actions or threats of actions that influence another person. This includes any behaviours that frighten, intimidate, terrorize, manipulate, hurt, humiliate, blame, injure, or wound someone. Domestic abuse can happen to anyone of any race, age, sexual orientation, religion, or gender. It can occur within a range of relationships including couples who are married, living together or dating. Domestic violence affects people of all socioeconomic backgrounds and education levels.

## Harm Outside the Home and Exploitation

Harm outside the home refers to the contextual safeguarding approach adopted in Swindon to understand and respond to, young people’s experiences of harm beyond their families.

It recognises that the different relationships young people form in their neighbourhoods, schools and online can feature violence and abuse. Parents and carers can sometimes have little influence over this, and young people’s experiences of extra-familial abuse can undermine parent-child relationships.

These extra-familial threats might arise at school and other educational establishments, from within peer groups, or more widely from within the wider community and/or online. These threats can take a variety of different forms and children can be vulnerable to multiple threats, including criminal and sexual exploitation, trafficking, and substance abuse and bullying.

## Sexual Abuse

When a child or young person is sexually abused, they’re forced, tricked, or manipulated into sexual activities. They might not understand that what’s happening is abuse or that it’s wrong for the abuser to do this to them. They might be afraid to tell someone or behave as though this is normal for them to experience, both are valid for the child to be displaying. Sexual abuse can happen anywhere – and it can happen in person or online. Children and young people may be sexually abused by strangers, but they can also be subject to sexual abuse from friends, family, and other people they know.

## Family Functioning

Most families support their children without the need for targeted support services. However, there are times where some families encounter challenges that can severely impact on the lives of children and young people. Some families may need short term support. Other families may need

intensive support to enable them to remain as a unit without statutory involvement. As with all the priorities we are aware that the earlier we can intervene, the better the outcomes for children and young people.

Family functioning includes how families are managing their financial situations, how they are enabling their children to attend school and learn, suitability of housing and bills are being paid. There is a concern when children are living in homes where there are threats to the tenure of the property, where there are unsafe activities that see strangers come and go, when children are absent from school and parents are not able to support attendance to improve. Drugs or alcohol may be part of the daily routine that is impacting on a child’s life, or they may be regularly being left unattended creating risk factors.

## Physical Abuse and Violence in the Home

Families are complex and there can often be a level of stress and tension. For some families this can escalate into something that is potentially harmful to a child’s safety and well-being. Conflict in the home can sometimes lead to physical violence and this is different to that of Domestic Abuse which occurs between adults. Physical Violence may happen between siblings, adult to child and child to adult. There is also recognition of the impact of mental abuse and the trauma that can occur as a result.

Violence in the home can start as low level, controlling verbal aggression and escalate over time to be levels of violence that may see individuals present at hospital or have the police become involved.

## SEND Support

Most children are able to access universal provisions and progress with their learning. Development happens at different rates for every child and many children may be delayed in one part of their development or another at some point in their childhood. This is typical but some may require intervention to progress in line with their peers. Some children have additional needs and require some catch up or reasonable adjustments to help them progress. Some children need targeted support to help with their Special educational needs and / or disabilities can often require a variety of professionals to be involved. Children with disabilities will have care and support needs above that of a typically developing child and this places additional demands on the parents.

The earlier Special educational needs and/ or disabilities can be identified, the more appropriate the interventions or additional provision through a graduated approach to support them can be put in place.

# How will we know we are successful?

This strategy details where we want to be; children and young people are healthy and safe accessing opportunities as they arise and being ready for the future. Families are together where possible and thriving with safe environments and strong, supportive parenting.

Swindon has identified key areas that we need develop as a partnership for Early Intervention, Youth and Community. We have determined key actions for the Strategy below, however Appendix D contains all the details that wrap around actions forming our Action Plan. Our action plan is based on four factors:

- What we will do to enable the partnership to grow.
- How we will develop an effective early help system benchmarked against the DfE's Early Help System Guide.
- How we will best use the resources that we have to meet the needs of children and families across Swindon.
- How we will improve the outcomes for children, young people and their families across Swindon.

The action plan is set out over the core areas of the Early Help System Guide, which is a key document that the Partnership completes annually to determine our level of maturity in Early Intervention. This is a statutory return.

## Our Swindon Early Intervention, Youth and Community Plan

	Communities	Child, Young Person and Family Voice	Data	The Workforce	Leadership
The What	An improved relationship across the partnership including the Integrated Board and voluntary sector. The partnership to develop a culture of valuing all contributions and will build on the strengths and capacity in the communities.	Children and families will have a voice that will be listened to in the design, delivery and evaluation of services. They will report they had the right help at the right time, and that they help made a difference.	A Strategic Board that drives the use of the data to inform services. All data feeds will be accessible in a single place and we will ensure we have innovative ways of collating and analysing data	Partners are fully integrated in a hub model and there is a workforce development plan in place. Families will benefit from whole family working and a coordinated response to their needs.	An Early Intervention, Youth and Community Board overseeing the Whole Family Working agenda. This will ensure that all service areas work in partnership to provide the right services at the right time.  Use evaluations to drive changes and improvements across the service.
The Why	Children and families have access to the right service at the right time.  Services are accessible.  Partners are informed to be able to make appropriate referrals.  Families are empowered to find solutions.	Fully informed service provision and forward planning.  Service developed that meet the needs of diverse families.  Families empowered to get the right help at the right time.  Children and families receive quality services.	No child is missed due to the lack of information sharing agreements and protocols.  Swindon will have increased revenue funding through payments by results.  Children and families will receive high quality services and interactions  We will know ourselves and inform priorities by asking the right questions.	Services are not interrupted for families giving them consistency.  There will be a retention in the staff across the partnership.  Increased resource, shared responsibility and more consistency from service providers.  Qualified, skilled and experienced workforce across Swindon.	Children and families will have their needs met at the right time by the right service.  Families will have access to whole family working and will only tell their story once.  Support will be offered at the right level avoiding statutory involvement where it is not necessary.  There will be a clear understanding of how the partnership works together with shared acknowledgement of what success looks like.

	Communities	Child, Young Person and Family Voice	Data	The Workforce	Leadership
<b>The How</b>	<p>Develop, refine and evaluate contact Swindon.</p> <p>Embed Locality Panels in the community.</p> <p>Embed partnership working roles across the service area.</p> <p>Create a digital offer for families to access.</p>	<p>Locality Pages on the local offer to be developed and be easy to find, navigate and understand.</p> <p>Audits of Early Help Assessments and Early Intervention engagement.</p> <p>Development of child and parent consultation forums.</p> <p>Partnership arrangements, joint working and shared practice across the localities.</p>	<p>Review and update all information sharing and data collection agreements across the partnership.</p> <p>Develop or commission a robust data tracking system for Supporting Families.</p> <p>Tools and training in place for quality audit production.</p> <p>A schedule for audit in place and approved by the Board.</p>	<p>Succession planning across the partnership, including apprenticeships.</p> <p>Stabilisation of the leadership teams across the partnerships.</p> <p>Full skills analysis and workforce development plan.</p> <p>Improvement of the training programme across the partnership.</p>	<p>Strategic commissioning in place with identified gap analysis.</p> <p>Development and work towards maturity of the Early Intervention, Youth and Community Board.</p> <p>Drive and embed locality partnership teams.</p> <p>Right Help at the Right Time document in place and reflective of levels.</p>
<b>The impact</b>	<p>100% target set by the Support Families agenda will be met, this will indicate a high proportion of families making significant progress across the 10 family outcomes set by the DfE.</p> <p>A 20% reduction in the number of children on waiting lists across the partnership at Level 3.</p> <p>A 50% reduction in the number of 'No Further Action' or 'Universal, Additional Early Help information, Advice and Guidance at the Integrated Front Door.</p>	<p>Early Help Assessment training and support is offered to 100% of schools and colleges.</p> <p>100% of case records include the voice of the young person where appropriate and the parent.</p> <p>Disproportionality at Youth Justice and SEND will be decreased through early intervention services being tailored to meet community needs, using the voice of the parents.</p>	<p>No child will become the subject of a rapid review where a gap in data or information sharing has been identified at L3 as a key contributor.</p> <p>90% outstanding or good externally completed Early Help Assessments when audited through a multi-agency panel.</p> <p>Services will be commissioned through the use of robust data and intelligence from both national and local insights.</p> <p>The audit schedule will be fit for purpose which will enable children and families to receive high quality services.</p>	<p>There will be no single points of failure across the partnership and agencies will be in a position to step in to support the shared agenda.</p> <p>Early Intervention Services will have a 90% retention rate.</p> <p>Staff will have training across the partnership and all six areas of priority will have an adequate skill base in Swindon.</p>	<p>There will be a reduction in the number of children who are entering MASH with no further action or information, advice and guidance.</p> <p>A reduction in the number of children who have statutory service intervention through drift and delay at Level 3.</p> <p>Early Intervention, Youth and Community will reach the DfE required level of maturity move position from Payments by Results.</p>

# Appendix 1

Our data is sourced from a number of sources and will be updated at least annually  
This appendix will therefore be subject to change throughout the timespan of the strategy

## Growing Up in Swindon

### Swindon Profile

- There are approximately 222,881 residents in Swindon
- 50,752 are aged between 0-17 (23% of the total populations)
- 80% of residents were born in the UK with 9% from the Middle East and 7% from across Europe. 81.5% identified as White British and 11.6% as Asian. 2.6% of the population of Swindon identified as Black with a similar number being mixed or of multiple ethnicities.
- 25.3% of primary school children have English as a second language, as does 18.1% of secondary school.

### Being Born in Swindon

- In 2010 1 in 3 live births are from non-uk mothers.
- At the time of delivery, 75% of new mothers successfully initiate breastfeeding. By 6-8 weeks, this drops to 50%. Breastfeeding is less prevalent in deprived areas and amongst white women
- 91.5% of mothers not smoking birth

### Being Educated in Swindon

- Children in Swindon can attend one of the 14 secondary schools, 66 primary schools and 8 specialist Schools. Many schools also have specialist resourced provision or specialist units which support inclusion for pupils with additional needs or special educational needs and disability.

- 4.4% of pupils have an Education, Health and Care Plan, which is higher than statistical neighbours and National.
- 3.6% of the pupils have social, emotional and mental health needs.
- 1206 children in Swindon have a learning disability
- 757 of children known to schools have had an autism diagnosis
- It is a pledge from the Inclusion, Education and Skills Partnership Framework that there is an increase
- 90.8% of 2-year-olds take up their free entitlement to early years provision, which is significantly higher than the statistical neighbours, the average authority in the Southwest and across England as a whole.
- 97.3% of 2-year-olds and 93.10% of 3-year-olds attend a good or outstanding early years provision in Swindon.
- Swindon has a lower percent of children eligible for Free school meals in primary and secondary schools.
- Children are 6% less likely to go to University than the national average

### Being Healthy in Swindon

- 1 in 3 (36.5%) children at aged 10-11 and 1 in 4 at age 4-5 are classed as overweight or obese
- Only 30% of children in Swindon are physically active
- Hospital admissions for dental cavities between the age of 6 and 10 are higher than South West average.
- For every 100,000 children under the age of 18, 835 will be admitted for self-harm aged 10-24 and 118 for mental health conditions under the age of 18, this is significantly higher than England.
- Swindon is second amongst our statistical neighbours for the number of under 18s admitted for alcohol related concerns.
- Immunisations levels in preschool and primary school are below the national average and South west for take up, particularly for MMR.
- Teenage pregnancies are falling in Swindon but the rate is still significantly higher in some areas.
- The levels of sexually transmitted diseases had been falling since 2012.

### Being an adult

- 78% of Swindon residents are economically active however 14% are considered workless households.
- There are 37,000 residents over the age of 65 in Swindon, 17% are considered income deprived.

- Currently 2400 are living with dementia, and it is projected that 1 out of 14 over 65-year-olds will develop it.
- In Swindon you can expect to live until around 80 if you are a man and 84 if you are a woman. However, your life expectancy in Swindon can go up and down depending on where you are from and those who are living in the most disadvantaged areas will live 5-8 years less than fellow residents in more affluent areas.



**There are four areas of deprivation in Swindon that are in England's top 10%:**

- **Penhill and Upper Stratton**
- **Gorse Hill and Pinehurst**
- **Walcot and Park North**
- **Liden, Eldene and Park South**

# Appendix B: Cross Cutting Strategies

## **Swindon Safeguarding Neglect Strategy 2024 – 2027**

Neglect is the most common type of abuse experienced by children and young people in England. Protecting children from neglect requires multi-agency join up and cooperation at all levels across the Partnership. Organisations and agencies that work with children and families play a significant role in the early identification of neglect, understanding the contributing factors that can lead to lead and offering early support to improve outcomes for children, young people and families in Swindon.

This strategy has been developed in conjunction with multi-agency partners working across Swindon and should be considered alongside other key local and national strategies and guidance.

## **SEND & AP Strategic Delivery Plan 2023-2028**

Through our 6 key priorities that sit within the SEND & AP Strategic Delivery Plan the following will be threaded throughout practice within Early Intervention, Youth and Community:

- All children will be able to access and be included within their community
- We will work together with the community to plan services and support young people with SEND
- We will do everything we can to enable children and young people to achieve their goals and ambitions
- We will make sure that information is accurate and accessible
- SEND is not something that sits alongside Early Intervention, Youth and Community but it is integral to the agendas success.

## **Swindon Youth Safety Strategy**

The Swindon Youth Safety Strategy also focuses on developing deeper and broader partnerships to achieve results and therefore by forming our Early Intervention, Youth and Community Partnerships we will be in a better position to achieve the goals set out in this strategy. We will develop new, non-traditional and innovative partnerships with our communities. Our

consultations have shown that if we are to achieve different outcomes, we need to do things differently. We need to listen intently to our communities and implement the ideas and solutions suggested together. Building on natural networks of support and resilience will be key to our long term aim and overarching vision for this strategy.

## **Substance Use Disorder Strategy 2024**

The substance use treatment services work closely with Children's Services, working collaboratively with partners to tackle substance use related harms particularly in vulnerable individuals. We work together to support children with a range of concerns relating to substance misuse that make them vulnerable to poor health, criminal activity and exploitation.

Through the Early Intervention, Youth and Community Strategy substance misuse partners will provide a prevention and early intervention service, have telephone access to professionals, deliver group sessions and workshops in schools as well as weekly hard reduction groups, have an out of hours outreach service, train all staff on substance use awareness and promote local treatments in as many places as possible.

Swindon Multi Agency Domestic Abuse and Violence against Women and Girls Strategy 2024-2034 This strategy sets the strategic direction for the work to tackle domestic abuse and violence against women and girls and to make Swindon a place where these forms of abuse are totally unacceptable. As a Community Safety Partnership, we will aim to strengthen and further coordinate our responses across our services. We are committed to working strongly as a partnership to ensure that those at risk of, or experiencing domestic abuse in Swindon have the support and service provision that they need. We aim to prevent domestic abuse and violence against women and girls, through education, early intervention and support, protect victims and survivors and pursue perpetrators and ensure they do not reoffend.

## **Swindon Health and Well-being Strategy 2023-2033**

A commitment to working together with the people of Swindon to prioritise preventing ill health and focussing on reducing inequalities. To seek to improve the health and wellbeing of all our residents and to increase the time they spend in good health for many years to come. There are 4 main stands to this strategy:

- Being focused – To focus on fewer priorities that maximise impact and efficiently use the finite resources available across the community.
- Addressing inequalities - Tackling unfair and avoidable differences in health outcomes related to where people come from, live or any barriers they face is a priority.
- Starting with prevention - There are many strategies which address specific health needs or service delivery. This strategy prioritises prevention before cure to increase the chance of living a healthy and happy life for as long as we can.
- Making it real - This strategy is about Swindon and the people who live, work and visit here. Working together and listening to what is important locally is central to this.

## **Inclusion, Education and Skills Partnership Framework**

As a partnership, we are committed to working together to ensure Swindon is a place of choice for education and work. Where children and young people can achieve their ambitions and have high aspirations for their futures, and residents are able to continue to develop and acquire new skills to support career pathways and life choices through a lifelong learning offer to align with the needs of the economy and is developed in partnership with employers.

At the heart of our strategy is collaboration, innovation and sector led improvement where we challenge and support each other so that all our children and residents are inspired and achieve. Ensuring that we are creating the conditions for an inclusive and fair system, where equality and diversity is embraced, resilience is strengthened and nobody is left behind provides the best possible opportunity to achieve our vision.

### **Attendance Strategy**

These are children whose needs leading to attendance issues cannot be met through universal services working independently and may require additional support. This includes those children who have needs that are currently unclear.

Additional support can be provided by a number of different universal services working together. An Early Help Assessment is essential and a lead professional should be identified to co-ordinate a family plan of support.

This level includes targeted support for SEND, which is called SEND support and requires that a child or young person has been identified as requiring more than quality first teaching in order to make good levels of progress, and will be on the school SEND register (or equivalent in further education).

Attendance Criteria Level: below 95% over a 12-week period

### **Adult Services Strategy 2024 - 2029**

The Council with partners from across Bath & North East Somerset, Swindon and Wiltshire (BSW) system have identified their vision and key objectives within the Integrated Care Strategy. Our Integrated Care Strategy provides a vision for the next five years, uniting partners behind three clear objectives. These are:

- Focus on prevention and early intervention
- Fairer health and wellbeing outcomes
- Excellent health and care services

## **Swindon Youth Justice Strategic Plan**

The Swindon Youth Justice Strategic Plan is a Statutory Plan that is written every year to review the performance of the Youth Justice Service and its wider Partnership. The plan sets out key priorities for the year ahead and areas of focus for the Youth Justice Management Board to drive forward. The plan has the overarching focus and vision to ensure:

The YJS becomes 'a Centre of Excellence for child first and identity development practice. Working in partnership with children and families, supporting children to engage with Activities, Interactions and Roles that will support the development of pro-social identity'

The Youth Justice Service has a key role to play by:

- Diverting children away from the youth justice system, where appropriate.
- Helping prevent offending and reoffending.
- Reducing the use of custody.
- Contributing to multi-agency public protection and safeguarding.
- Adopting evidence based approaches such as Child First Practice, trauma informed, identity development and Think Family approaches to youth justice



