

SHAPE Our Future

Child's Voice Conference

In Sandwell

“Where Every Child's Voice Matters”

December 2014

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Foreword

Listening to the 'Child's Voice' is key to Children's Services and more broadly across Sandwell Council (SMBC) and its partner agencies. SMBC is committed to working with partners to improve services through engagement with young people. As part of this commitment, in December 2014 SMBC hosted the SHAPE Our Future event – where children and young people, aged 9-19 from across Sandwell were invited to express their views and opinions on a range of topics:

- Staying Safe
- Being Healthy
- Enjoying and Achieving
- Making a Positive Contribution
- Economic Wellbeing

The event built on issues identified through a survey of young people that was carried out through schools and gave them an opportunity to express their views 'face to face'.

The day was interactive, using workshops and a marketplace to showcase a number of Sandwell organisations and services available to young people. The event also marked our involvement in the National Youth Takeover Day.

As an outcome of the event and the views expressed in the survey we have collectively developed a series of pledges based around the SHAPE topics. Following the success of the SHAPE Our Future event we have also committed to hosting further, similar events in the future.

The Children and young people's participation proved invaluable and key to making the events a success, as well as providing a fantastic opportunity to adopt a partnership approach to listening and meeting the needs of Sandwell's children and young people.

Cllr Hackett – Cabinet Member
for Children's Services

Jyoti Atri – Director of Public Health
& Corporate Lead for child's voice.

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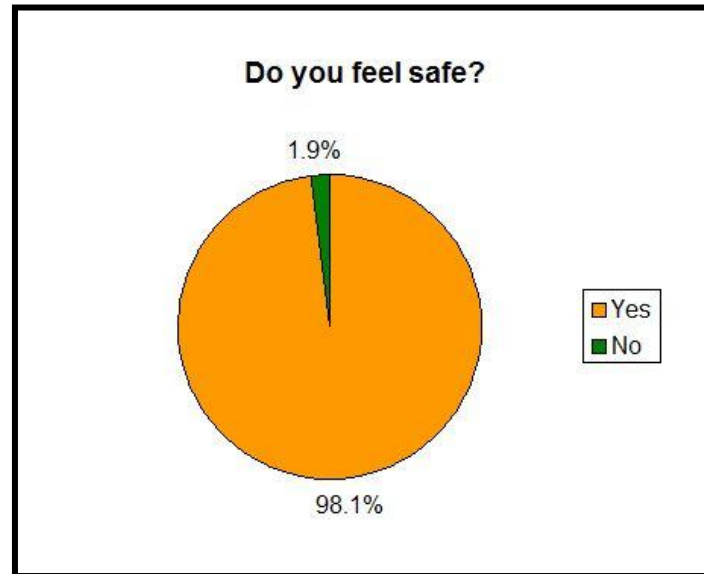
1. SURVEY RESULTS

NOVEMBER 2014

During November, an online survey was promoted across all schools in Sandwell, to enable young people to help “Shape our Future”. Pupils from 12 schools participated in the survey.

The majority of those responding (89%) are from primary schools - but one in five are aged 11 or over. 65% of respondents are White, and a further 22% are Asian. 31% of the young people who responded live in Oldbury, whilst 27% live in Smethwick. 14% of respondents consider themselves to have a disability.

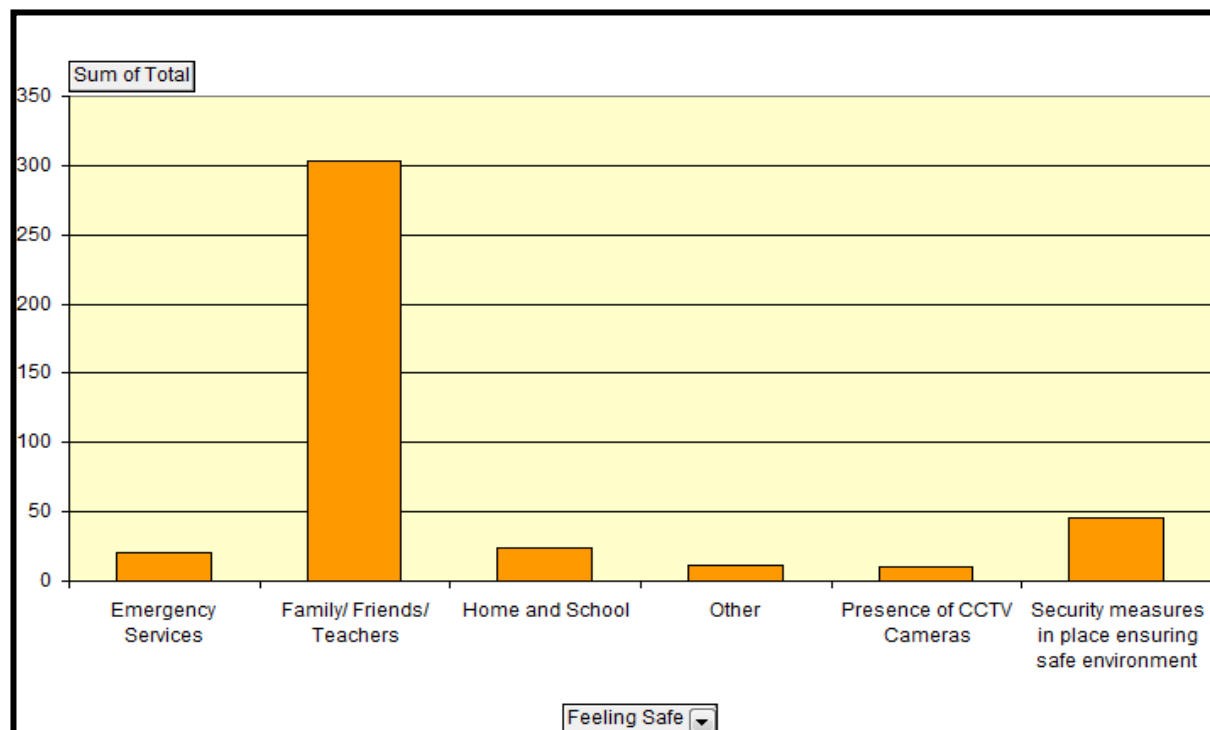
1.1 Staying Safe



98% of children and young people surveyed responded that they felt safe.

What makes children and young people feel safe?

The majority of children and young people (303 out of 415) answered that their family/friends/teachers made them feel safe.



Who would be the person you trust most to go to for advice and information?

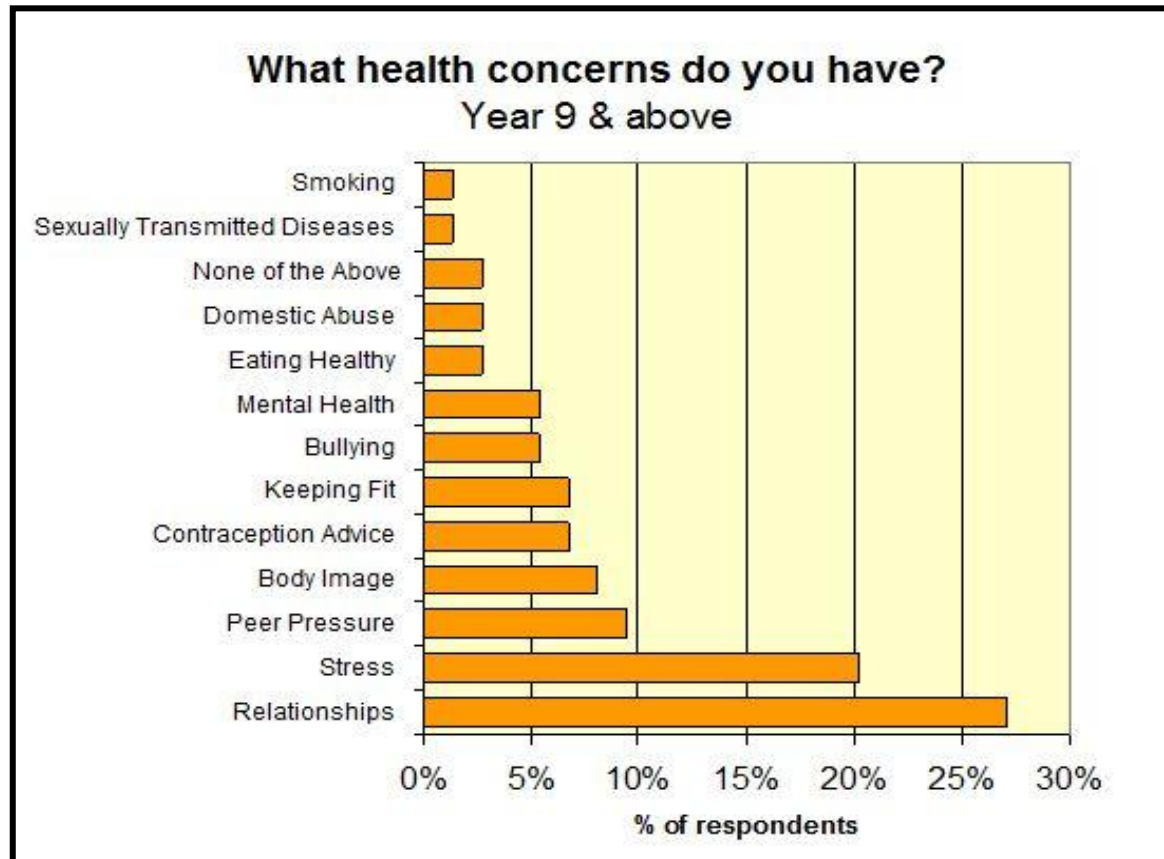
Over 75% of children and young people answered that they trusted their parents the most when wanting advice and/or information. Just 35 out of 430 identified their teacher.

Who would be the person you trust most to go to for advice and information?		
	Number out of 430	Percentage out of 100.00%
Parent	323	75.10%
Another family member	28	6.50%
Friend	25	5.80%
Teacher	35	8.10%
Religious leader	2	0.50%
Doctor	5	1.20%
Social worker	6	1.40%
Other	6	1.40%

If you experience problems in life would you prefer to always go to this one person for advice and information?		
	Number out of 421	Percentage out of 100.00%
I would prefer this	317	75.30%
It wouldn't make any difference to me	92	21.90%
It would be worse	12	2.90%

1.2 Being Healthy

This question was aimed at year 9 students and above and as such had a total of 74 responses. The majority of respondents stated that their biggest health concern were relationships, followed closely by stress. Physical health answers totalled just 17.6%. Substance misuse received just one answer, which was smoking.

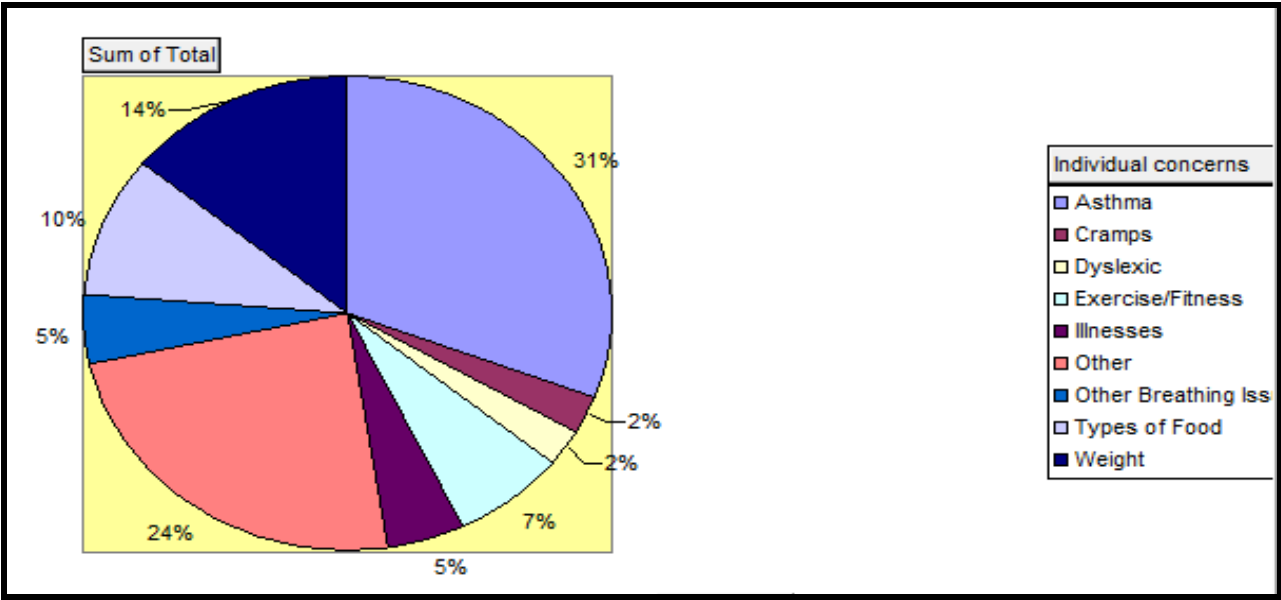


What health concerns do you have? (YEAR 9 & ABOVE)		
	Number out of 74	Percentage out of 100.00%
Sexual Health	0	0%
Contraception Advice	5	6.8%
Relationships	20	27.0%
Sexually Transmitted Diseases	1	1.4%
Physical Health	0	0%
Body Image	6	8.1%
Keeping Fit	5	6.8%
Eating Healthy	2	2.7%
Emotional Health	0	0%
Stress	15	20.3%
Bullying	4	5.4%
Domestic Abuse	2	2.7%
Peer Pressure	7	9.5%
Mental Health	4	5.4%
Substance Misuse	0	0%
Drugs	0	0%
Alcohol	0	0%
Smoking	1	1.4%
None of the Above	2	2.7%
Other	0	0%

Is there anything that concerns you about your health?		
	Number out of 369	Percentage out of 100.00%
Yes	47	12.10%
No	342	87.90%

12% of children and young people responded that they had concerns about their health; further analysis shows that asthma was the top of their concerns.

For those children who had a health concern, the chart below shows what their individual concerns were.



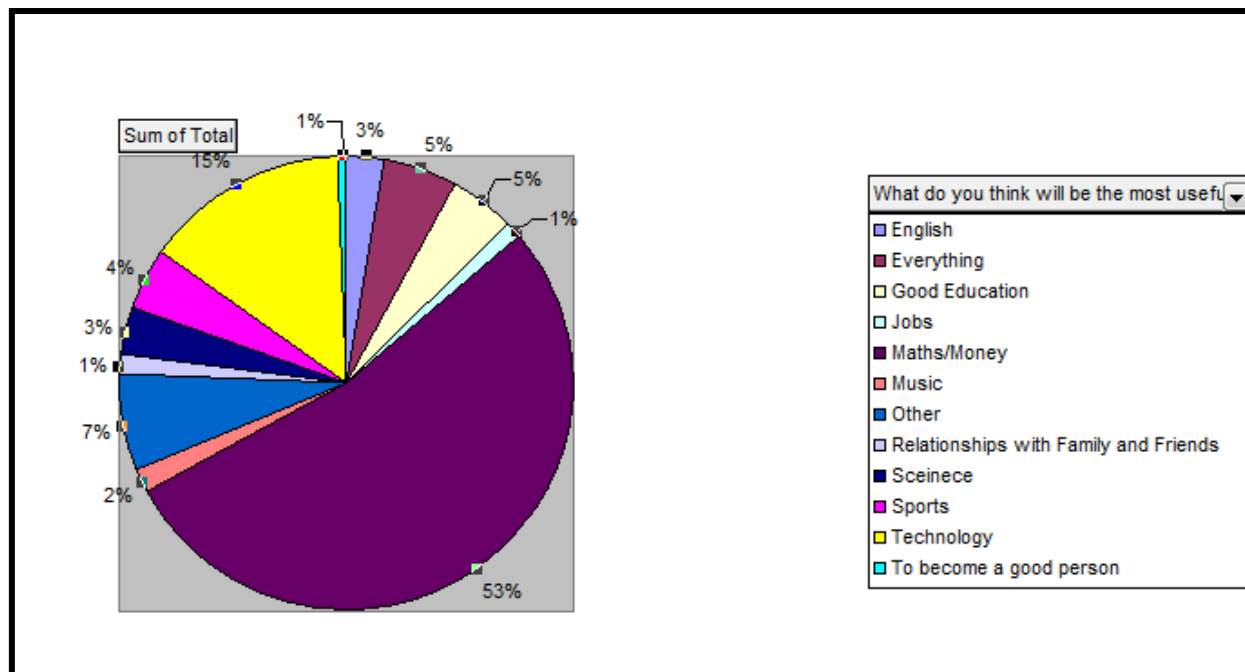
Parents and Doctors topped the list of where children and young people go when they have a health concern.

If you have a health concern where do you go to get help?		
	Number out of 414	Percentage out of 100.00%
Parents	271	65.50%
Doctor	264	63.80%
Health Centre/Clinic	113	27.30%

School Nurse	65	15.70%
Teacher	77	18.60%
Social Worker	7	1.70%
Hospital	117	42.80%
Pharmacy	102	24.60%
Brook	4	1.00%
Sports Clubs/Gyms	17	4.10%
Other	12	2.90%

1.3 Enjoying and Achieving

Maths/Money and technology were the top two categories perceived by children and young people to be the most useful things that they would need as they entered into adulthood, accounting for 68% of the total possible answers. Relationships with family and friends, becoming a good person and jobs scored the lowest marks, each only accounting for 1% of the sum total.



Watching TV and gaming accounted for the highest percentage of activities that children and young people undertook during evenings and weekends; this was closely followed by sport. 2% of respondents indicated that they did no activities at all during this time period.

Other activities included martial arts, walking the dog, visiting family, religious activities and doing homework or tuition.

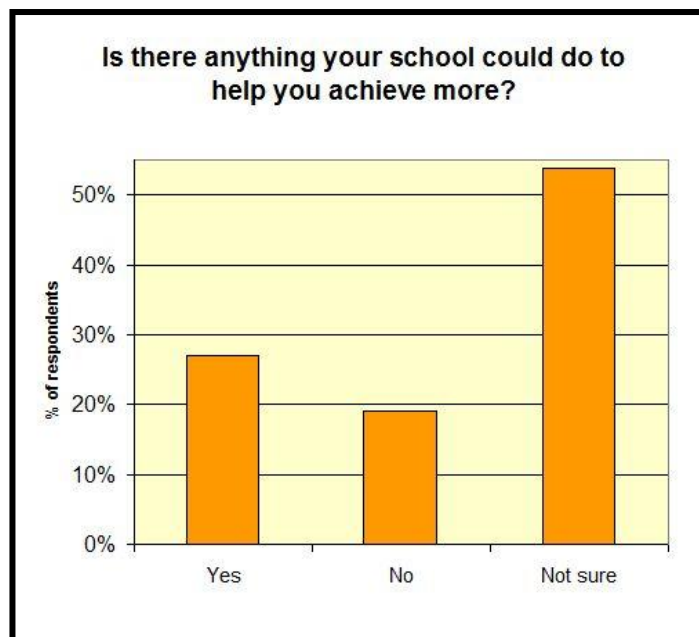
What activities do you do in the evenings or at weekends?		
	Number out of 431	Percentage out of 100.00%
Play sport	214	49.70%
Watch sport	96	22.30%
Swimming	156	36.20%
Cycling	105	24.40%
Gym / fitness training	53	12.30%
Music - playing or DJing	89	20.60%
Singing / playing a musical instrument	94	21.80%
Shopping	168	39.00%
Cinema	139	32.30%
Meet friends	171	39.70%
Dance or drama	70	16.20%
Watch TV	252	58.50%
Gaming (e.g. Wii / Xbox)	221	51.30%
Help out in your community	34	7.90%
Nothing	8	1.90%
Other	63	14.60%

95% of children and young people answered positively that they felt school helped them prepare for adult life. Primary school respondents felt that school prepared them for secondary school however the small percentage that stated no felt that the teaching of life and social skills was lacking in schools.

Is there anything your school could do to help you achieve more?		
	Number out of 421	Percentage out of 100.00%
Yes	114	27.10%
No	80	19.00%
Not sure	227	53.90%

Over 50% of children and young people were unsure of what their school could do to help them achieve more. Just 19% felt that there was nothing more the school could do to help them further.

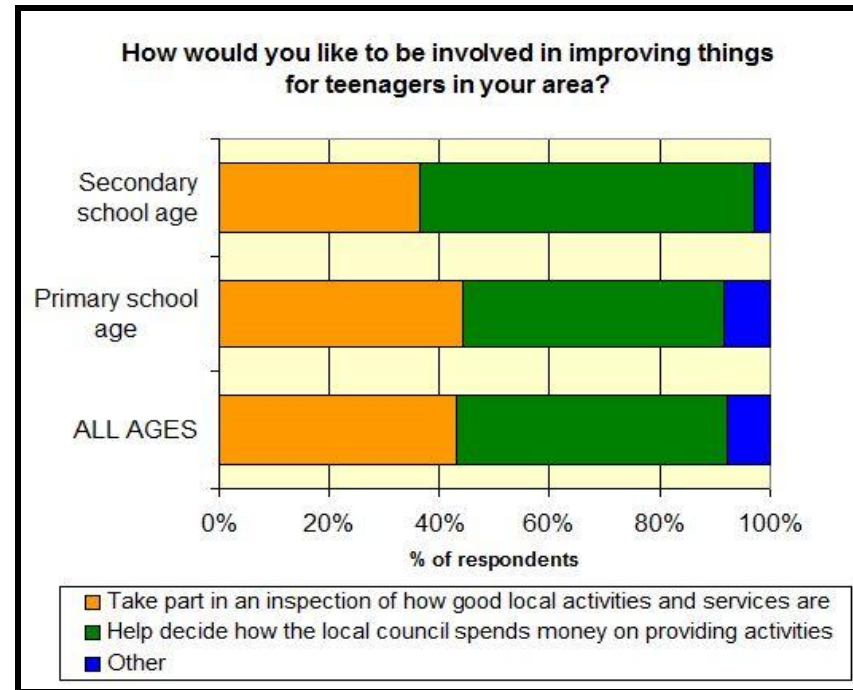
Do you feel your school helps you to prepare for adult life?		
	Number out of 418	Percentage out of 100.00%
Yes	397	95.00%
No	21	5.00%



1.4 Making a Positive Contribution

Children and young people scored fairly equally (90% of the total response) for both participating in an inspection of activities and services and being included in decision making with the local council for spending money on providing activities.

The young people who stated other wanted to be involved in improving the area through cleaning the environment, organising events and improving activities.



When asked about decision making the majority of respondents 76% felt most comfortable having a parent or adult feeding back for them.

When adults are making decisions that affect you and other young people, how would you like to tell them what's important to you?		
	Number out of 430	Percentage out of 100.00%
On a website	52	12.10%
Through School Council	81	18.80%
By social media e.g. twitter	20	4.70%
Through Mum and Dad	326	75.80%
Through another adult I trust	105	24.40%

Through Youth Parliament	9	2.10%
At a meeting	69	16.00%
Other	39	9.10%

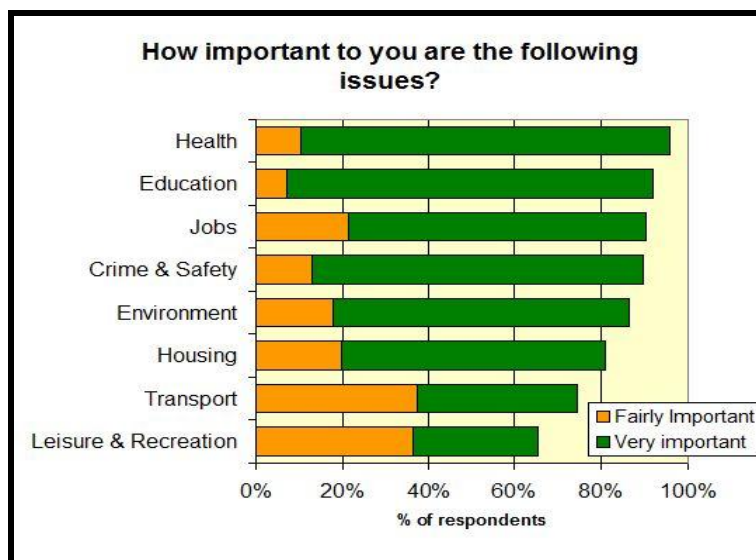
Sports proved to be the most popular activity that children / young people were involved in, with only 16% of the respondents involved in school council and volunteer groups.

Are you currently involved in any of the following?		
	Number out of 365	Percentage out of 100.00%
School Council	39	10.70%
Youth Club	30	8.20%
Scouts/Cubs/Brownies/Guides	68	18.60%
Sports Club	160	43.80%
Art activities	74	20.30%
Music clubs	85	23.30%
Volunteer Groups	21	5.80%
Other	95	26.00%

The other category included children who did other activities such as swimming, dance or martial arts. Some children also were peer supporters or learning buddies for other young people.

1.5 Economic Wellbeing

Children and young people responded as 'very important' for the majority of the available answers with education and health being very the highest.



Teachers and family were equally identified as the largest group who help children and young people make education and careers choices.

Which of the following has helped you to make choices about education and careers?		
Teachers	33	86.80%
Youth workers	1	2.60%
Connexions advisers	18	47.40%
Family	33	86.80%
Friends	17	44.70%
Pastoral support	5	13.20%

Other	2	5.30%
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Pay and finding a job you enjoy were the top joint answers when looking for a job. Training provided and career prospects featured at the bottom of the graph.

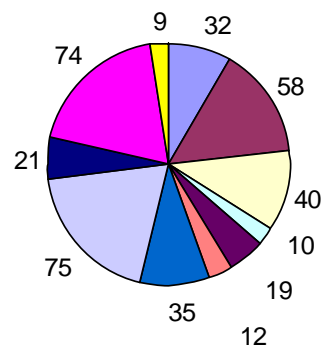
What are the most important things when looking for a job?		
	Number out of 36	Percentage out of 100.00%
Pay	24	66.70%
Finding a job you enjoy	24	66.70%
Qualifications needed	16	44.40%
Working hours	17	47.20%
Career prospects	8	22.20%
Training provided	11	30.60%
Other	2	5.60%

1.6 One Improvement

The environment was highlighted as the biggest improvements that could be made to Sandwell to improve living conditions through making it safer, cleaner and better to live in. This was closely followed by other where children were unsure, or stated nothing could be done to improve Sandwell.

Community activities and increasing the number of parks and activities within them was the next group which featured highly.

**What one thing do you wish could be done to
improve Sandwell as place to live for young
people**



2. SHAPE Our Future Event

DECEMBER 2014

2.1 Introduction

As part of Sandwell Council's commitment to partnership working the, SHAPE Our Future event organised on 1st December 2014 invited young people from the 7 learning communities in Sandwell, Sandwell Youth Parliament, Sandwell College, Changing our Lives and Looked after Young People's Board to express their views and opinions on a range of topics including:

- ❑ Staying Safe
- ❑ Being Healthy
- ❑ Enjoying & Achieving
- ❑ Making a Positive Contribution
- ❑ Economic Wellbeing

The event built on issues identified through a survey of young people which was carried out through schools. This provided an opportunity for young people to express their views face to face with the Council and partner organisations. The event also marked our involvement in National Youth Takeover day.

SHAPE Our Future targeted all schools in Sandwell, primary, secondary, Pupil Referral Units and schools catering for children with learning difficulties. There were 64 children and young people who attended. The list of schools represented at the SHAPE Our Future – Child's Voice Conference 2014 are:

School	Type	Numbers Attended	Town
Abby Junior	Primary	8	Oldbury
Holly Lodge	Secondary	11	Smethwick
Wood Green	Secondary	14	Wednesbury
Youth Parliament	N/A	8	N/A
Sandwell Academy	Secondary	12	West Bromwich
Westminster	Children with Learning Difficulties	10	Rowley
Oakham PRU	Children excluded or at risk of exclusion	1	Oldbury



Wood Green School



Westminster School



Holly Lodge School



Sandwell Academy



Abbey Junior School



Youth Parliament

2.2 Agencies Represented

A number of internal and external agencies were represented at the event either partaking in the workshops or occupying a stand in the interactive marketplace. These included the following:

External Agencies:

- Krunch
- Clinical Commissioning Group (CCG)
- Mental Health
- Looked After Children
- Black Country Partnership NHS Foundation Trust (BCPFT)
- Police
- Youth Parliament
- Albion Foundation
- Connexions
- West Midlands Probation Service
- Sandwell Women's Aid

Sandwell Council Services:

- Family Information Service
- Parks
- Libraries
- Youth Services
- Drug, Education, Counselling & Confidential Advice Team (DECCA)



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2.3 Programme

The programme ensured the children had a fun but educational day with the opportunity to interact with other children in Sandwell sharing ideas and views on services the council and partner agencies provide. They were provided with a colourful brochure providing an introduction to the day and a brief description of partners they would see. (*Refer to Appendix 2*).

All schools in Sandwell were invited to take part in the survey and attend the event. Those children who took part in the survey were entered into a draw to win an iPad. The lucky winner, Joshua Norton from Abbey Junior School, was presented with the prize by the Mayor at the event.

The Director of Public Health and Cabinet Member for Children's Services led the event and it was hosted by Richard Grant better known as Dreadlock Alien a local West Midlands performance poetry artist who interacted with the children in an enjoyable and innovative style.

The children were split into two groups. One of the groups took part in a workshop on 3 of the themes, with outcomes captured by Ian Jackson from Ian Creates Limited, who created a graphical recording in the form of a rich picture.

The other group visited the interactive marketplace, had a tour of Albion Football Ground and visited the Youth Bus. Both the groups then swapped activities.



Partner agencies were invited to attend in the afternoon. Following lunch, Dreadlock Alien presented the rich picture created from the workshops in the morning to the young people and officers.

A raffle draw took place for the children along with certificates presented to all who participated. They were thanked for their contribution and asked to provide some feedback to help when organising future events after which they left.

Pledges were developed by the officers in the afternoon along with representatives from Youth Parliament in response to the views and opinions of the children and young people.

SHAPE Our Future - Child's Voice Conference
1st December 2014
West Bromwich Albion Football Ground

Programme

9.00 – 9.30am	Directors/ Facilitators Arrive for Workshop Briefing	1.10 – 1.25pm	Dreadlock Alien – Spoken Work Summary
9.30 – 10.00am	Schools Arrival/ Refreshments/ Signing In	1.25 – 1.40pm	Rich Picture – Visual Summary
10.00 – 10.15am	Opening Speeches (Cllr Hackett/ Jyoti Atri)	1.40 – 2.00pm	Summary of Morning/ Thanks/ Next Steps/ Raffle Prize
10.15– 11.15am	Workshop 1 (Group A) Marketplace/ Tours/ Youth Bus (Group B)	2.00 – 3.00pm	Pledge Workshops
		3.00 – 3.15pm	Refreshment Break
11.15 – 12.15pm	Workshop 2 (Group B) Marketplace/ Tours/ Youth Bus (Group A)	3.15 – 4.15pm	Pledge Scorecard
(12.00 – 12.15pm	Stakeholders Arrival/ Signing In)	4.15 – 4.30pm	Closing Remarks/ Next Steps
12.15 – 1.00pm	Lunch/ Marketplace		
1.00 – 1.10pm	Conference Keynote Speech		

3. PLEDGES & OUTCOMES

DECEMBER 2014

3.1 Workshop Objectives

The event featured a number of workshops. The first 2 sets of workshops were delivered in the morning to young people to consult with them around the issues affecting them in Sandwell. The third involved facilitating a workshop with stakeholders and using the information from the morning and the survey results to develop a joint pledge delivering the needs identified for each outcome.

To link with the National Takeover Day a Director or Service Manager was chosen as the main facilitator for each of the workshops with the other officers taking a role in engaging with the children and young people and evoking a discussion or conversation but allowing the children to lead and take ownership.



The feedback from the workshop has been presented in the form of a graphic recording by Ian Jackson from Ian Creates Limited. (Refer to Appendix one) Accompanying this, Dreadlock Alien, presented back a verse describing views through the picture.



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A pledge has been made by council officers and partner agencies to meet the needs and views expressed (Appendix 2) on the following outcomes

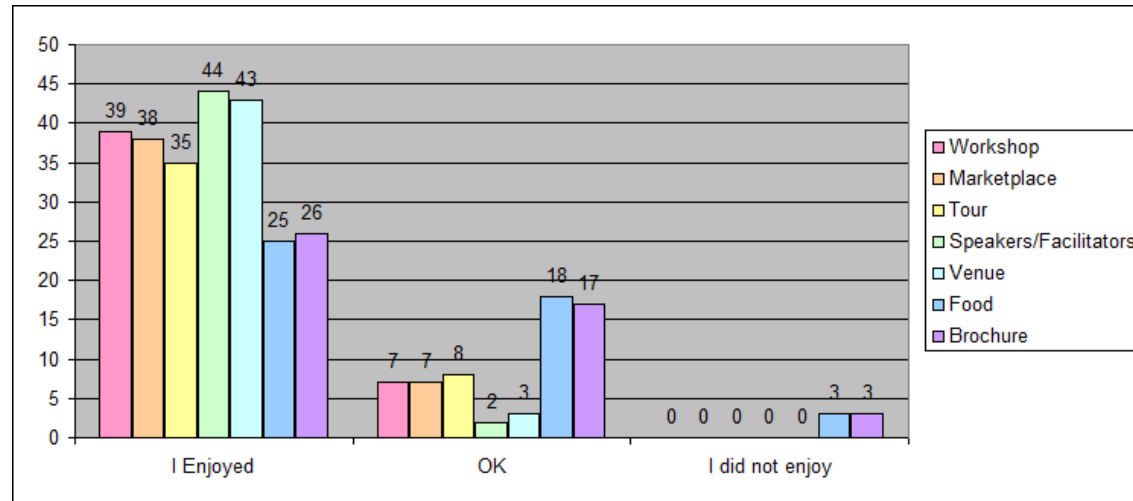
- ❑ Staying Safe
- ❑ Being Healthy
- ❑ Enjoying & Achieving
- ❑ Making a Positive Contribution
- ❑ Economic Wellbeing

4. FEEDBACK & EVALUATION

DECEMBER 2014

Feedback from the Children & Young People

Overall the event was a great experience for the young people with 87% felt they were able to make a positive contribution. The children and young people enjoyed the fact that they were able to contribute their ideas and compare them with children from different schools. They shared their opinions and felt they were listened to by all the agencies involved. They felt they were being taken seriously as all the information was being captured on paper on the day and as a result improvements to their community would be made. The graph below shows the different elements of the event and breaks down whether the children enjoyed them found them ok or did not enjoy them. Overall they were grateful for being part of the event and experience and welcomed more opportunities.



Below is a summary of how the young people felt future events could be improved:

- Developing the ideas provided at the event and taking their views on board.
- Having more activities to get involved with on the day with more games, maybe a sponsored football match.
- More events in the future to be held regularly where children are given the opportunity to come out of school and give their ideas.
- An increase in the time children are allowed to attend the events
- Brochure was a nice touch but requires more activities
- Involvement of greater number of children at the events and the children to present their ideas themselves and do the speeches rather than the adults
- Use social media to advertise more often
- Increase the number of workshops

Comments

Thank you for a
good experience, I
really enjoyed it

They listen to us
and then take that
away and make it
reality

I just want to thank
the adults who
organised this
conference
because I've had a
great day

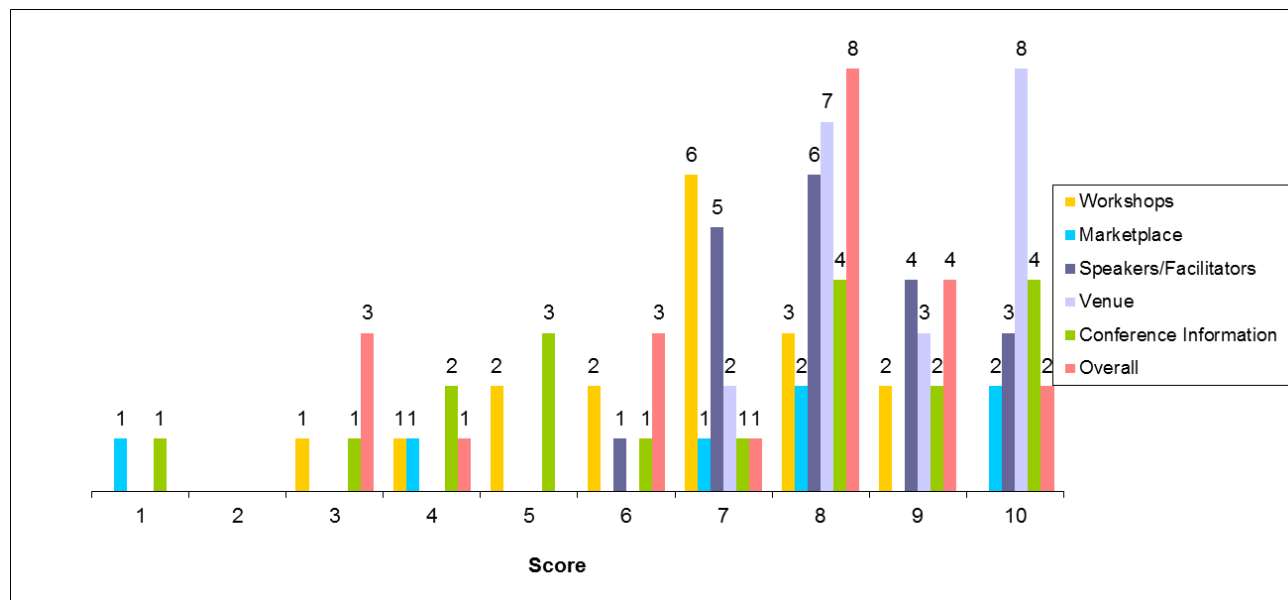
IT WAS AMAZING!!

I felt they really
wanted to listen to
our opinion

It was a great
experience and it
allowed me to
compare ideas with
other children

Feedback from the Partner Agencies

Overall the event was a great experience for the partner agencies with 89% felt they were able to make a positive contribution. As demonstrated in the graph below, most people scored the event overall as an 8. The venue and speaker/facilitator were appreciated. Some officers felt they required more information to take part in the workshops in the afternoon and time could have been managed more efficiently. They did feel however a positive vibe from the children and young people involved and the event encouraged them to listen and involve young people more especially when designing their services. Overall the agencies thought it was an excellent event for young people who portrayed a lot of confidence and it was extremely informative for partners.



Below is a summary of how the partners felt future events could be improved:

- More information prior to the event to be distributed
- Involve young people in developing pledges
- Workshops to be more creative
- Make events more accessible
- Increase the number of schools participating
- Use more targeted focus groups
- Increase the opportunities available to interact with young people

5. NEXT STEPS

JANUARY 2015

SHAPE Our Future 2014 was a successful start in using a partnership approach in listening to the child's voice. Key to this engagement will be sustaining the momentum of capturing the child's voice in the delivery of local services in Sandwell.

The pledges produced on the day will be developed further with agencies to ensure these commitments are achievable and measurable and have clear target dates and lead officers assigned.

The report will go to Youth Parliament and the Looked After Children's Board for consultation and feedback. Once finalised, a formalised report will be submitted to cabinet by Children's Services Cabinet Member for approval.

To maintain the monitoring of the pledges an action plan will be developed. A SHAPE Our Future Project Board will be set up as the strategic governing body.

In 2015 a commitment has been made by the corporate lead for child's voice to deliver three events for children and young people. These are the following:

- Talent Show (June)
- SHAPE Fun Day (August)
- SHAPE Our Future 2015 (November)

The events will be advertised and marketed primarily through the schools and will encourage both schools and parents to support the events and urge children and young people to participate.

The Talent Show is being held to showcase the talents and skills of children who may not be performing well academically but have other talents which they would like to demonstrate.

The SHAPE Fun Day was an idea presented by a young person to encourage children to move away from your favourite pastime of gaming in their homes and come out into the community to participate in a large event where they can do structured activities incorporating the themes of SHAPE. This event will be held towards the end of the summer holidays offering the chance for children and young people to find out what partner agencies have to offer in their local community.

With the success of SHAPE Our Future, it has been decided by the children who attended, that the event would be held on an annual basis and children and young people would be given the chance to continue to be a part of shaping the future of Sandwell as "every child's voice matters".

Appendices

Appendix 1



Appendix 2

Staying Safe

You said...	We Will.....	Organisation	Lead Director/Service Head	Named Lead	Time Scale
Increase local police presence	Distribute Neighbourhood Police contact information to all primary and secondary schools	Police	Jan Thomas-West	Hughie Treasure	June-15
Increase youth structured activities	Deliver a programme of activities during the 6 weeks summer holidays in town parks	SMBC - Neighbourhoods	Adrian Scarrott Matthew Sampson Jyoti Atri	John Satchwell	July -15

Being Healthy

You said...	We Will.....	Organisation	Lead Director/ Service Head	Named Lead	Time Scale
Provide more awareness of the role of school nurses	Ensure all school children know who their school nurse is, how to contact them and their role	SMBC - Public Health	Jyoti Atri Matthew Sampson Manjinder Palak	Sarah New	Dec-15
Educate children and young people on health issues	Recommission tiers 0/2 in emotional health and wellbeing	SMBC - Public Health	Jyoti Atri	Fiona Grant	Apr-16
Provide more opportunities to do more exercise	Hold a SHAPE Youth Festival event for young people	SMBC - Public Health SMBC - Children's CCG	Jyoti Atri	Steve Lilley	Every Year
Provide more opportunities to do more exercise	Invest in more green gyms in parks	SMBC - Public Health	Jyoti Atri	Gordon Andrews/ John Satchwell	Completed
Provide information about activities in Sandwell	Map sport and activity available for young people and the public	SMBC - Public Health	Jyoti Atri	Nathan Moore/ Chris Jones	Dec-15

Enjoying and Achieving

You said...	We Will.....	Organisation	Lead Director/Service Head	Named Lead	Time Scale
Increase acknowledgment of gifted and talented students	Hold an annual Talent Show for Children and Young People	SMBC - Assistant Chief Exec Sandwell College	Melanie Dudley Graham Pennington	Steve Liley Kate Whiting	Every Year
Increase learning on life skills	Review PHSE in schools and improve the support available	SMBC - Learning	Chris Ward	Andrew Timmins	Sep-16
Increase visits from professionals to help with career choices	Send all year 7s, 9s and 11s tailored information about career and education choices which will include an enquiry line and link to youth website	SMBC - Learning	Chris Ward	Errol Blackwood	Sep-16
TV and gaming are our favourite activity. We are unaware of other activities or events in Sandwell	Produce a quarterly newsletter and dedicate a page annually in Sandwell Herald to communicate services for Children and Young People	SMBC - Assistant Chief Exec	Melanie Dudley	Sue Chandler	Sep-15

Making a Positive Contribution

You said...	We Will.....	Organisation	Lead Director/Service Head	Named Lead	Time Scale
Improve links between School Council and Youth Parliament	Engage with Primary school children by increasing engagement through school council by having a dedicated SHAPE Champion	SMBC - Learning	Chris Ward	Tariq Karim	Sep-16
A member of Youth Parliament should be present in each school	Each school will be provided with a Youth Parliament contact	SMBC - Children's	Jan Thomas-West	Mohammed Hanif	Sep-16
Increase the use of social media	Promote all young people and children events via Social Media	SMBC All Partner Agencies	-	-	Sep-15
Develop a positive attitude to listening to the views of CYP	Develop a SHAPE Youth forum	SMBC - Children's	Jyoti Atri	Neesha Patel	May-15
Hold more events for school children	Hold an annual SHAPE Our Future Event	SMBC - Public Health	Jyoti Atri	Steve Lilley	Every Year
Hold more events for school children	Increase active participation in National Takeover Day	SMBC All Partner Agencies	-	-	Every Year

Economic Wellbeing

You said...	We Will.....	Organisation	Lead Director/Service Head	Named Lead	Time Scale
Increase support to make the right career choice	Create resources to send to all years 10, 11, 12 on skills for work	SMBC - Regeneration & Economy	Nick Bubalo	Kelly Thomas	Sep-16
Increase awareness of apprenticeships	Expand 'Job Junction' offer to reach all schools by 2017/18	SMBC - Regeneration & Economy	Nick Bubalo	Kelly Thomas	2017/18
Increase awareness of apprenticeships	Publish apprentice case studies	SMBC - Assistant Chief Exec	Melanie Dudley	Sue Chandler	Sep-15
Provide feedback from young people who have done work experience	Use a rolling link on the Council's website including children who have just done work experience, to feedback to their peers	SMBC - Assistant Chief Exec	Melanie Dudley	Steve Lilley	Sep-16