



April 2022 - Newsletter 4

Welcome to the latest update on the work of the Norfolk Children and Young People Strategic Alliance (CYPSA)

This newsletter is our chance to tell you about the work of the alliance and to share the good work taking place in agencies across Norfolk. By working together and sharing learning and best practice we can achieve our vision – for every child and young person in Norfolk to flourish.

This bulletin is issued every other month, following the meeting of the CYPSA Board and will include news from the board, as well as broader updates from our members, including our sister group the Norfolk Safeguarding Children Partnership.

The big news this month is the development of the Flourish Pledge, which is an exciting initiative where every organisation in Norfolk can turn words into action to help deliver our shared Flourish ambition. We also want to tell you about our event in May, where we will be launching the Pledge and also our Flourishing in Norfolk partnership strategy.

If you have ideas for the newsletter, or news you want to share across the partnership, then please get in touch at cscomms@norfolk.gov.uk. Please also share this update in full, or in part, with colleagues within your organisation.

Sara Tough



Flourishing in Norfolk

This week, Norfolk County Council's Cabinet formally endorsed Flourish, with a commitment to embed it across the council's departments.

Cllr Daniel Elmer, Deputy Cabinet Member for Children Services, said: "We know that Norfolk is a great place to grow up and we want it to be a county where every child can flourish.

"This collective ambition and the strategy that sits alongside it, brings together all of those working across services for children and families – working to the same outcomes and priorities. It means we can think and plan collectively and pull our resources together to make sure children and families in Norfolk are getting the very best services.

"Young people have been at the heart of developing this ambition, telling us what is most important to them and helping the partnership to create a framework and strategy that reflects what young people tell us they want and need to flourish."

Cabinet also noted the progress so far in developing our Flourishing in Norfolk strategy.

Young people's version of strategy is finalised

As mentioned in the last Flourish News, a young person's version of the Flourishing in Norfolk strategy has been drafted in consultation with young people. If you would like to comment on this, please contact polly.kane@norfolk.gov.uk

You can find the [young person's version here](#).

Our Flourish Pledge – delivering our shared ambition

Building on the work already being carried out to embed and deliver Flourish by CYP SA member organisations, an exciting opportunity for all organisations, companies and groups across Norfolk is in development.

The Flourish Pledge will be a chance to sign up to do something different to help children and young people in Norfolk to flourish, and to have your commitment and efforts recognised through an annual awards ceremony and ongoing recognition.

Those committing to 'make their pledge' will be able to display a Flourish Pledge Mark on their website, documents and publicity materials, and will receive support to make their pledge a reality.

Pledges might include:

- Involving children and young people in decision-making
- Improving opportunities for children and young people, such as employment, training or activities
- Supporting social action and influence by and for children and young people
- Embedding Flourish in how you deliver or commission services
- Offering discounts or funding

The benefits of the Flourish Pledge are, most importantly, to improve outcomes for children and young people to enable them to flourish. For Pledge participants benefits include a raised profile for their organisation or work, a way to achieve corporate social responsibility, potential to reach a wider audience, access to free help and guidance around being more child and young person friendly and, of course, knowing that you have directly improved the lives of children and young people.

Matthew Reading, in his new role with Children's Services as Strategy and Partnership Implementation Lead, will be focused on working alongside members of CYP SA and the wide range of partners and organisations operating across the county to support us in our ambition to bring flourish alive in what we all do, including through the pledge.

If you would like to talk to Matthew about Flourish and your organisation please email him via: matthew.reading@norfolk.gov.uk

Flourishing in Norfolk partnership event

CYPSA partners and other significant Norfolk figures will be gathering in person in May to launch our Flourish Pledge and formally launch the Flourishing in Norfolk partnership strategy.

This event, being held at and kindly supported by Norfolk Community Sports Foundation's venue The Nest, will mark the evolution of the Flourish ambition from words into action across the county.

There is already great work going on to embed and deliver the Flourish ambition, with partners including education, health and the voluntary sector taking Flourish forward in their organisations. This event will help spread the word and will also provide the first opportunity for organisations to sign up to the Flourish Pledge.



Update on the SEND Survey – an amazing response

The new SEND survey, which asked Children and young people with SEND, their families, and the professionals who work with them to share their views, closed on the 7th of March.

There was a great response, with over 1,200 people telling us about the issues which matter most to them. This valuable insight will inform a refresh of the Norfolk SEND Strategy.

The survey results are currently being analysed and a report will be produced later in the spring. A huge thank you to everyone who completed and helped to publicise this important piece of work.

Delivering a youth strategy for Norfolk

A partnership youth strategy for Norfolk is in the early stages of development. The strategy will inform and support organisations across the county to work together strategically so that together we meet the needs of young people, especially following two years of the pandemic.

Overseen by the Prevention and Early Help Board, the development of the strategy will have co-production at its heart, involving partners and young people themselves at every stage including setting up a young people's steering group.

The first steps are underway, with a comprehensive needs analysis being progressed which will involve surveys and focus groups with young people, alongside analysis of local and national research and our existing information.

The ambition is for the strategy to be published in Summer 2022.

If you would like to know more about the strategy, please contact paul.webb@norfolk.gov.uk



Strengthening prevention and early help in Norfolk

As we shared with you in our last issue, our Prevention and Early Help Strategy has been collaboratively created by the Prevention and Early Help Board over the last few months.

We are delighted to tell you that the strategy was formally endorsed by CYPSEA at our March meeting and activity will continue apace to build on the strengths of our collective prevention and early help offer for children, young people and their families.

If you would like to know more about the Prevention and Early Help Strategy or the work of the PEH Board, please contact robert.cole@norfolk.gov.uk.