

Southend-on-Sea Borough Council

Report of Corporate Director for People

to
Cabinet

on
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Agenda
Item No.

Report prepared by: Elaine Hammans, Commissioning and
Quality Manager – Early Years, and Ian Ambrose
Group Manager, Financial Management

Fulfilling Lives: A Better Start
Community Services Scrutiny Committee
Executive Councillors: Councillor Anne Jones and Councillor Ian Gilbert
A Part 1 Public Agenda Item

1 Purpose of Report

This report updates Cabinet on the progress of the mobilisation phase of Fulfilling Lives – A Better Start.

2 Recommendation

2.1 Cabinet are asked to note the report.

3 Background

3.1 The Council, along with its lead partner the Pre-school Learning Alliance (PSLA), were successful in being awarded £40M from the Big Lottery. The award is over ten years. Southend-on-Sea was one of five areas to be awarded a grant; the other four being Blackpool, Nottingham, Lambeth and Bradford.

3.2 The award is made to the Pre-school Learning Alliance with Southend-on-Sea Borough Council as the main partner.

3.3 By awarding £215M over 10 years to 5 areas, BIG Lottery aim to enable the areas awarded the funding to test the use of the best available science and evidence of what works to improve the life chances of children, by delivering a step-change in the use of preventative approaches in pregnancy and the first four years of life.

4 Planned Outcomes & Wider Ambition

4.1 The Southend award is focussed on the 6 most deprived wards, namely Kursaal, Westborough, Milton, Victoria, Shoeburyness and West Shoebury. Within these wards there are:

- 44% of the Borough's children aged 0 – 4;
- Children experiencing living in homes with low income;
- 1 in 3 children living in poverty;
- Children who are not socially and emotionally prepared for school;
- Children who are not equipped with the language to be able to communicate their needs effectively;
- Children with lower life expectancy because they so not have good nutrition and healthy lifestyles; and
- Children living in families with low aspirations.

4.2 The lottery award is intended to support systematic approaches to improve outcomes for all children within the target wards from pre-birth to 3 years and 11 months through universal prevention and early intervention: Testing and learning what works to then take it to scale across the Borough by redirecting existing local funds. The lottery award is not a substitute for existing funding from existing statutory providers, and must not be used for local authority or health statutory duties.

4.3 The overarching BIG Lottery outcomes are

Outcome area	
Social and emotional development	Children will have positive social and emotional wellbeing, a nurturing and loving family environment and an enriched early years' experience, leading to positive, supportive secure relationships.
Communication and language development	Families from all ethnic and social backgrounds will be equipped for lifelong learning and career success, with well-developed skills of language and interaction, and the ability to articulate need.
Diet and nutrition	Physically healthier children, as a result of investment in good nutrition and physical activity in the prenatal period and early years: the basis for lifelong good health.
Community resilience	Communities in Southend are self-supporting, influence change and take control of their families' lives, with raised aspiration for their children's future.

4.4 Achieving these outcomes in Southend will give children the opportunity to be a 'school ready' child, with positive parent / child relationships and effective and consistent professional support.

4.5 Southend's ambition however is wider still. Fulfilling Lives is seen as securing the first stage of a journey that will ultimately lead to excellent achievements in school, the development of key life skills and employment opportunities in a wide range of sectors. Sitting alongside other innovations such as the Anglia Ruskin MedTech Campus and the Small Business Innovation Centre, it will support parents and families in raising their aspirations, realising their potential and expanding their skills; by providing the next generation with excellent

opportunities in a borough transformed with rewarding career prospects, safer public spaces and engaged communities, giving children the best start in life.

- 4.6 Fulfilling Lives is not a stand-alone activity. It sits amongst a wealth of existing services, initiatives, programmes and proposals such as Streets Ahead, the Better Care Fund, Social Care & Health Integration, Pioneer Programme, Schools, etc etc: Fulfilling Lives will need to be integrated into everything we do for children and families.

5 Current Activity – Mobilisation

- 5.1 The period of mobilisation runs from 1 September 2014 to 31 March 2015. A small mobilisation team made up of PSLA and SBC staff, plus secondment from the voluntary sector has been established to begin the work.
- 5.2 During the mobilisation period the team need to address Big Lottery additional terms and conditions, finalise initial plans, recruit staff and pilot a service design model promoted by Big Lottery.
- 5.3 One of the most important activities has been to agree the job description for the Fulfilling Lives Lead post, employed by Pre-school Learning Alliance (PSLA), based in Southend, and fully integrated with the Council's structure.
- 5.4 As a condition of the funding, during mobilisation and beyond we need to continually work with and report to the following outside bodies:
- Big Lottery
 - Dartington Social Research Unit – service design and data dash board
 - London School of Economics - studying the benefits and potential cost savings of prevention in Early Years
 - Warwick University – evaluation (for BIG Lottery)
- 5.5 There are also collaboration events being held with each of the five successful partnerships, where the process of working and learning together is being developed.

6 Governance Arrangements

- 6.1 A further key activity during the mobilisation period is to confirm the governance arrangements that will guide Fulfilling Lives through the 10 years and beyond.
- 6.2 Central to the ethos of Fulfilling Lives is on-going community involvement. Parents and the wider community have helped co-design the successful bid, and there is a commitment to continuing this co-production and design going forward in a meaningful way, including as part of the formal governance process. Partnership oversight will be through the Health and Wellbeing Board; where the majority of involved statutory partners are already represented.
- 6.3 Where the Council aligns its existing service spend alongside the Fulfilling Lives budget, such as its Early Years and the soon to be transferred 0 – 5 years Public Health funding, oversight of the statutory duties will be maintained by the

Director for People, as Director of Children's Services and the Director for Public Health.

6.4 The PSLA is accountable to BIG Lottery.

7 Next Steps

7.1 Southend Fulfilling Lives will go live 1 April 2015. It is bid encompassing the next ten years, and as such will continue to develop and evolve over the coming months and years.

7.2 Awareness of Fulfilling Lives, and its implications and opportunities continues to be raised across all players in Southend, be they parents, community, voluntary, or statutory partners. In line with this an all Councillors briefing is being arranged after Health and Wellbeing Board on 3 December 2014.

8 Other Options

8.1 This is an information report, not requiring any decision.

9 Reasons for Recommendations

This is an information report and only requires noting.

10 Corporate Implications

10.1 Contribution to Council's Vision & Critical Priorities

The Fulfilling Lives agenda will directly contribute towards the Council's corporate priorities around improving the outcomes for vulnerable children and adults, reducing inequalities and increasing the life chances of people living in Southend, and encouraging the education, economy and prosperity of Southend and its residents. The wider agenda surrounding Southend Fulfilling Lives will further assist with all of the other corporate objectives.

10.2 Financial Implications

Over and above the £40m BIG Lottery funding, the Council will be aligning its spending around Early Years and Early Years Public Health. Currently the Council spends approximately £3.5M per year on Early Years Provision in the target wards. It is estimated that Public Health England spends about £500,000 on 0 – 3 Public Health responsibilities in Southend; as part of the wider 0 – 5 public health responsibilities to be transferred to the Council next year.

10.3 Legal Implications
None at this stage

10.4 People Implications
None at this stage

10.5 Property Implications
None at this stage

10.6 Consultation

Co-production of the on-going Fulfilling Lives agenda is at the core of the strategy.

10.7 Equalities Impact Assessment
None at this stage

10.8 Risk Assessment
Southend Fulfilling Lives maintains a full risk register.

10.9 Value for Money
The proposals within this report are consistent with the Council's plans to continue to improve value for money within the services it offers.

10.10 Community Safety Implications
None at this stage

10.11 Environmental Impact
None at this stage

11 Background Papers

12 Appendices

