

## **The Big Lottery project- Fulfilling Lives: A Better Start**

### **Briefing for Southend on Sea Health and Wellbeing Board**

#### **Update on progress of Stage 2 Bid Process**

Southend Borough Council and its partners have been selected to proceed to Stage 2 submission in the Big Lottery Fund's *A Better Start Initiative*. Our final bid needs to be submitted on Noon 28<sup>th</sup> February 2014

The Big Lottery Fund (BIG) is to invest £165 million in prevention –focussed early years intervention projects in 3- 5 local authority areas in England, over a period of up to ten years. This would mean approximately £3 million a year for 10 years for Southend

This money is intended to support systemic approaches to improve outcomes for children from pre-birth to age 3 through primary prevention. The investment aims to improve the life chances of babies and children by achieving a step change in preventative approaches in pregnancy and the first three years of life, based on robust evidence of what works.

The money will be awarded to partnerships led by voluntary sector organisations. The Pre-School Learning Alliance is the lead voluntary sector partner for the Southend submission.

The Social Research Unit at Dartington facilitated a two day strategy event held on the 9<sup>th</sup> and 10<sup>th</sup> January 2014 with parents, community representatives and system leaders to produce an outline strategy, which will form the core of the bid submission.

#### Key elements from the event

- Well attended by system leaders and community representatives (33 system leaders, 22 parents /community representatives)
- By lunchtime system leaders were totally committed and asked for time to discuss in detail the potential system reform
- Good participation and engagement from everyone
- No hierarchy in room - all equal
- All parents felt valued not only on the two days - but throughout the development process
- Challenge - but generally all going in same direction, and commitment to transformational change
- People not directly involved in the process before the days became excited and enthusiastic
- People attending who were not involved previously commented on how much work had been done
- Real sense of Southend as a place
- Felt proud to be living and working in Southend and proud of what we already have and that we are developing here
- Developed and articulated vision and "big ideas"
- Chance to discuss how the lottery funding could be used within the wider development, economic and wellbeing agendas in Southend

The draft report from the day, prepared by Dartington, was received on Friday 17<sup>th</sup> January 2014. This is currently being reviewed and amended, but important elements include:

- A Better Start fits perfectly with the broader ambitions in the Health and Wellbeing strategy and the Children and Young People's Plan.
- There is a focus on aspiration, potential employment and economic regeneration
- Southend-on-Sea to become a beacon for research-driven innovation
- It was seen not as a 10 year plan, but rather a "starter for ten"
- Children will be at the heart of policy and major decisions across the borough
- Key to transformation is shared governance and accountability between statutory bodies, the voluntary sector and the community
- The Better Start area covers 6 wards which are home to 40% of the borough's children, and with such a large proportion of children being reached this is very much about change to the whole system
- This is a real chance for us to make an impact on the lives of almost half of the families with children in Southend, and we will roll out what works for 0-3 years in the rest of the borough
- The bid will build on the reputation Southend has for strong partnership working and delivery
- "We need to empower parents to help themselves; giving children the opportunities and chances they didn't have themselves"
- "This is really a system change, when it comes to what we are delivering- a holistic approach-and the community is around everything we do"
- The Better Start is a catalyst for this to happen

The work still to be completed for the final bid submission is:

- Executive summary
- Governance and system change
- Funding and leverage
- Management ,staff structure and recruitment
- Agree targets
- Finalisation of sites and capital spend

The final bid submission will be signed off by Neil Leitch, Chief Executive, Pre-school Learning Alliance week commencing 24<sup>th</sup> February 2014

The next Community Partnership event is Monday 3<sup>rd</sup> February 2014 12.00noon-2.00pm Members Conference Room. A working lunch provided. All are welcome.

