

MEETING Health & Wellbeing Board	AGENDA ITEM
MEETING DATE 20 June 2018	REPORT NUMBER
SUBJECT A Better Start Southend (ABSS) Programme update	
REPORT AUTHOR Jeff Banks, Director ABSS	
PRESENTED BY Alex Khaldi, Chair ABSS	

SUMMARY

Since March ABSS programme activity has focused on:

- Contracting with Diet and Nutrition project providers
- Service design for Social and Emotional work stream
- Induction of Director and engagement with Partners
- Development of capacity through recruitment of additional Project Management staff
- Preparation for Big Lottery Annual Review

RECOMMENDATIONS

Board members are asked to note the contents of the report and raise issues and opportunities with the Chair of the ABSS Partnership Board, Alex Khaldi.

1) GOVERNANCE

The H&WB meeting on 21 March 2018 saw the first ABSS report in the current format. Members welcomed the layout, format and content of the report which, it was considered, provided a clear focus and the correct level of detail to enable the Board to fulfil its role at the top of the ABSS governance structure. Alex Khaldi undertook to provide details of parental engagement by ward and service delivery by ward and this information is provided below.

The operational governance structure, comprising a Partnership Board (made up of all key partners, ABSS staff and parent representatives) alongside specialist sub-groups, is considered by to be stable and feedback from partners and the Big Lottery Fund is positive. The Chair will be undertaking a routine review of the Governance to ensure appropriateness of the structure for new challenges.

Parent and Ward Forums are well established in all target wards and increasingly well attended. In the Shoeburyness and West Shoebury Ward, a trial is under way to merge panels covering both ABSS and Family Action Children's Centres business. Feedback to date is positive.

Cllr Judith McMahon (Kursaal Ward) has requested breakdown of service provision on a sub-ward level and the Director has made himself available to meet with Cllr McMahon and/or other Members to better understand the request.

2) BIG LOTTERY ANNUAL REVIEW

On 12 June 2018, representatives of ABSS, including Southend Borough Council's Deputy Chief Executive and Directors of Learning and Public Health, attended an Annual Review at the offices of The Big Lottery Fund in London. The results of the review were extremely positive with all performance measures rated Green or Amber on the RAG rating. Officers from the Big Lottery Fund commended the partners and ABSS staff team on their progress and endorsed the programme targets for the coming months/years. In particular, the following was noted:

- good progress on the core work streams (i.e. Communication and Language, Diet and Nutrition and Social and Emotional) beginning to demonstrate positive outcomes for local families;
- progress on local and national research activity;
- consistent use of Service Design Framework and Co-production methodologies;
- strong engagement of stakeholders and families; and
- Community Engagement and Parent Champions team well established.

Moving forward, the developing thinking on sustainability of impact post-ABSS and the programme's contribution to the Southend 2050 agenda was welcomed. Partners shared their commitment to increasing collaborative working and utilisation of ABSS Service Design and Co-Production expertise on service change initiatives.

The Big Lottery Fund expressed strong confidence in the ABSS programme moving forward and thanked the partners for their work in achieving the positive outcomes organisationally and for children and families in Southend.

3) PROGRAMME OFFICE

Jeff Banks joined the ABSS team as Director on 30 April 2018 and has made a positive contribution already. Jeff has met with most partners and has further meetings planned in the coming weeks and is working closely with the Partners to focus thinking moving forward.

The team have successfully recruited to the following new posts:

- Programme Manager (1 FTE)
- Project Manager (1 FTE)

The following posts are currently being recruited:

- Marketing Officer
- Project Support
- Specialist Teacher

The objective of these appointments is to strengthen the team and build capacity to deliver services in the local wards. In addition, ABSS continues to benefit from secondment *from*

partners and places staff members *with* delivery partners. This benefits integrated working approaches. Further secondment opportunities are being explored.

4) PROGRAMME BUDGET:

Appendix 1 provides a summary of the 2017/18 Quarter 4 financial position.

5) KEY DATA

Appendix 2 provides an example of the Performance Data Dashboard which is presented to members of the Partnership Board. This tool is being developed by the Operational Performance & Intelligence Team at SBC, on behalf of ABSS, and will evolve over the coming months to capture targets for programme delivery alongside results from the commissioned research into outcomes and impact for children and families.

- Table 1 – Unique Beneficiaries
- Table 2 – Beneficiaries by Ward
- Table 3 – Beneficiaries by Project

It should be noted, tables cover the 2017/18 financial year and do not take into account recent service developments.

6) SERVICES

Key stakeholders of strategic and delivery partners, together with Parent Champions and other parents with lived experience, have contributed to the Service Design process of services aimed at improving outcomes in Social and Emotional Development.

The current focus for Service Design:

- Preparation for Parenthood (antenatally)
- Family Support
- Parenting Skills
- Support workers for parents and families of children likely to be diagnosed with Autism and other emotional and communication disorders
- Specialist Health Visitor for Perinatal Mental Health

7) BENEFICIARY CASE STUDY

Appendix 3 introduces Scott Fowell, a 34 year-old father of 3 from Shoeburyness. Scott tells his story from living on the streets to turning his life around and now volunteering as an ABSS Parent Champion, eager to get other dads involved in A Better Start.

Appendix 1



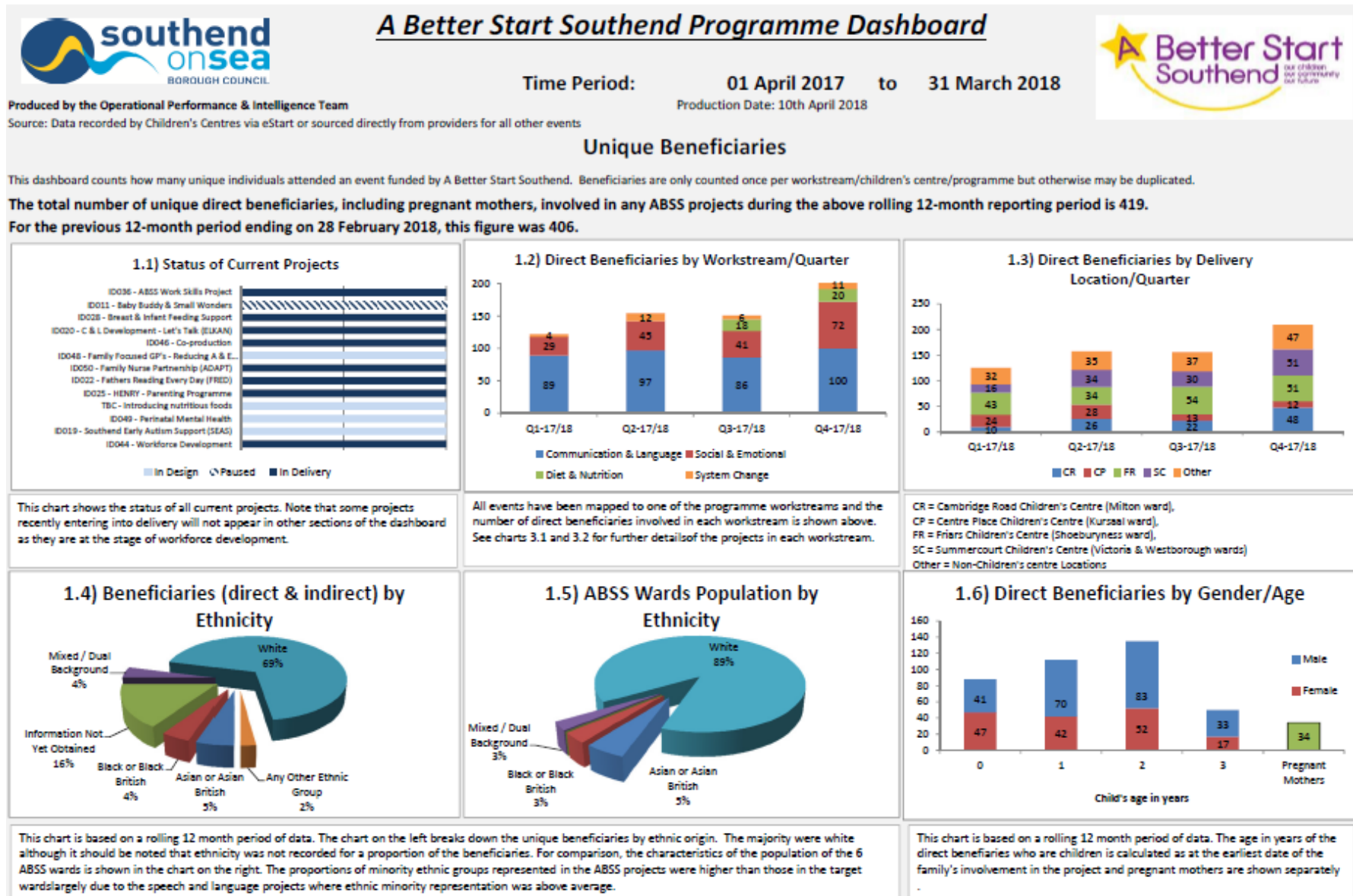
Summary Management Accounts - Confidential
Period: QUARTER FOUR 2018

Period: APRIL to MARCH 2018

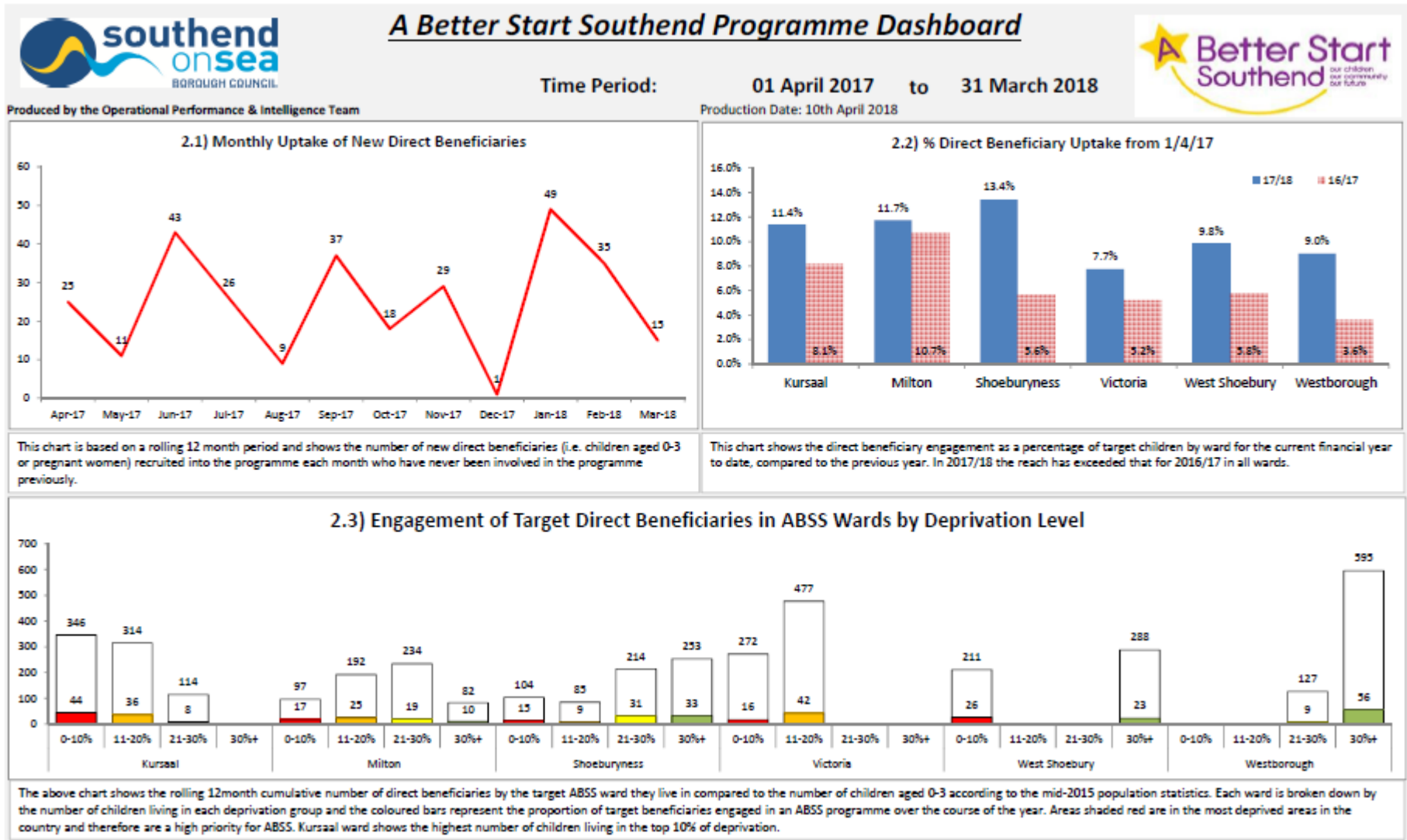
	Actual	Budget	Variance (adverse) or favourable
	£	£	£
INCOME			
REVENUE FUNDING RECEIVED FROM BIG LOTTERY FUND	2,089,000	2,041,000	48,000
CAPITAL FUNDING RECEIVED FROM BIG LOTTERY FUND	176,000	527,000	(351,000)
LEVERAGED INCOME	-	-	-
TOTAL INCOME	2,265,000	2,568,000	(303,000)
EXPENDITURE			
PROJECTS			
SOCIAL AND EMOTIONAL	1,000	12,000	11,000
COMMUNICATION AND LANGUAGE	319,000	336,000	17,000
DIET AND NUTRITION	173,000	171,000	(2,000)
CRECHE SERVICES	52,000	46,000	(6,000)
WORK SKILLS	68,000	64,000	(4,000)
FAMILY NURSE PARTNERSHIP	347,000	348,000	1,000
SYSTEMS CHANGE	353,000	344,000	(9,000)
MONITORING & EVALUATION	8,000	100,000	92,000
DATA ANALYSIS	51,000	55,000	4,000
PROJECT EXPENDITURE	1,372,000	1,476,000	104,000
SALARIES AND SECONDMENTS	452,000	614,000	162,000
OTHER PMO COSTS	301,000	375,000	74,000
PROGRAMME MANAGEMENT EXPENDITURE	753,000	989,000	236,000
TOTAL REVENUE EXPENDITURE	2,125,000	2,465,000	340,000
CAPITAL EXPENDITURE	157,000	103,000	(54,000)
LEVERAGED COSTS	-	-	-
TOTAL EXPENDITURE	2,282,000	2,568,000	286,000
NET FUNDING IN ADVANCE/(OWED)	(17,000)	-	(17,000)
CUMULATIVE FIGURES FROM START UP TO DATE	£		
INCOME	6,613,000		
PROJECT EXPENDITURE	2,697,000		
PROGRAMME MANAGEMENT EXPENDITURE	3,274,000		
CAPITAL EXPENDITURE	516,000		
TOTAL EXPENDITURE	6,487,000		
NET FUNDING IN ADVANCE/(OWED)	126,000		

CONVENTION: Brackets around a number signify either an amount owed by the Big Lottery or an adverse variance (ie income less than budget or

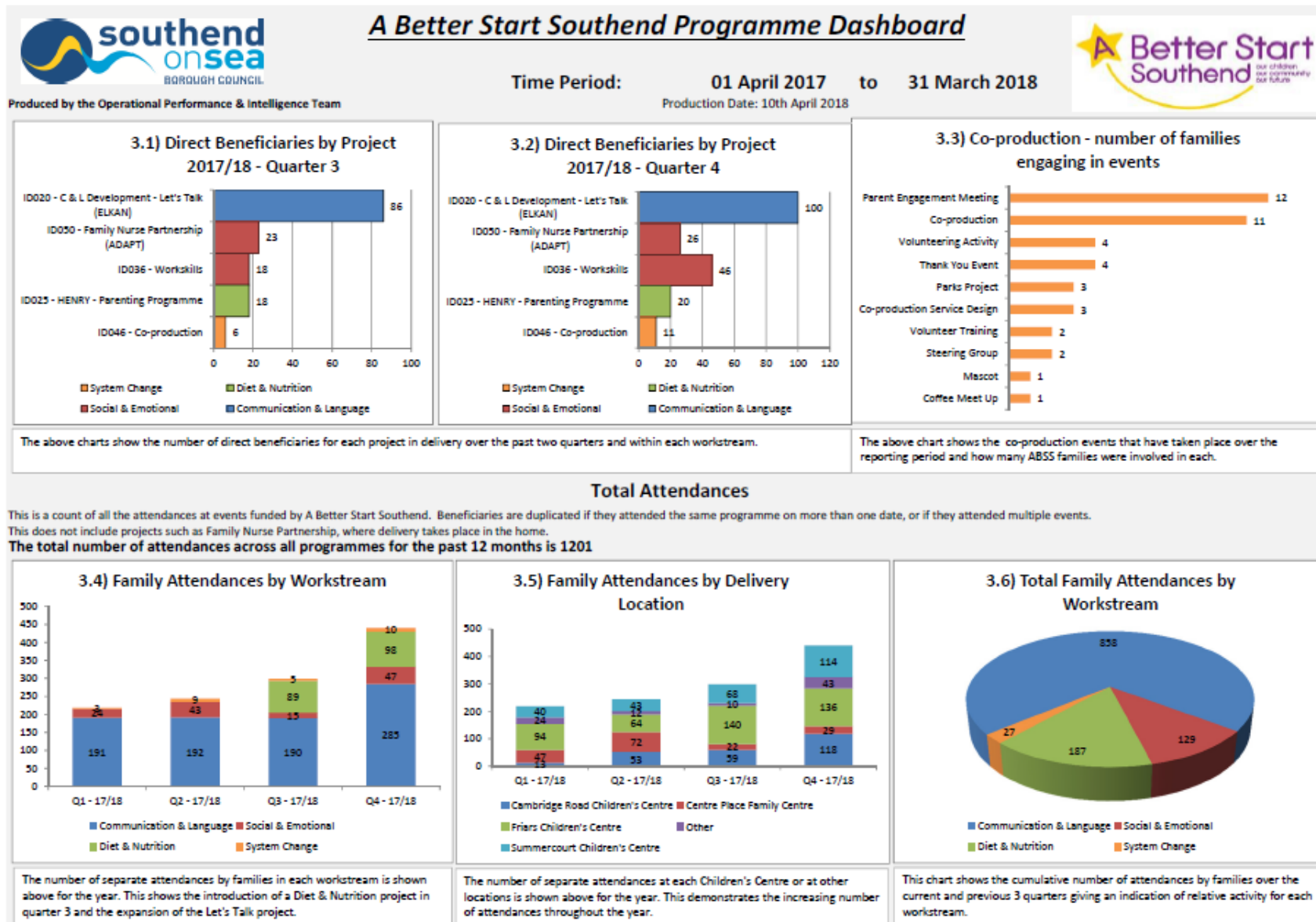
Appendix 2 – Table 1 – Unique Beneficiaries



Appendix 2 – Table 2 – Beneficiaries by Ward



Appendix 2 – Table 3 –Beneficiaries by Project



Appendix 3



Scott Fowell is a 34 year-old father of three sons from Shoeburyness.

He first came to Southend about seven years ago and was living on the streets. Scott explains his situation: *“I became homeless in 2007, and was living a very unsettled life on the streets in London and moving around the country too. I came to Southend in 2011 and I decided enough was enough. I wanted to turn my life around, to better myself and improve my situation. And over the last seven years my life has turned around.”*

He has had previous involvement in parent-led initiatives and was involved in Sure Start, when in a previous relationship and was also the Vice Chair of the Sure Start Parent Forum in the Gascoigne ward in Barking & Dagenham.

He explains why he wanted to get involved with the Co-production project at A Better Start Southend: *“I have strived to give back and do something for the community. I had used different services which helped me turn things around and I wanted to give back and improve others’ lives and their wellbeing.”*

He first found out about A Better Start through children’s services, such as the weigh-in clinic. However, it was when he attended the Let’s Talk World Book Week event last year in Shoebury that he really started to get involved with the programme: *“The Bookmobile event was great. I read my kid’s favourite ‘The Dinosaur That Pooped’, which is one of a series of books by Tom Fletcher and Dougie Poynter to all the children, not just my two kids who were with me on the day. Lynsey [Weston] from Let’s Talk explained more about A Better Start and the Let’s Talk project to me and I wanted to get more involved.”*

“Soon after I got involved with the Dad Lab event that Lynsey told me about which was held last October in the SAVS building. I enjoyed all the Dad Lab training. I was definitely looking forward to it, and wanted to show my enthusiasm, to do my bit for the community. I was really happy to be a part of it. Without parents getting involved in all the projects and activities it wouldn’t be the same at all.”

Getting more dads involved in A Better Start Southend is something close to Scott’s heart: *“I always want to get involved in the activities and I want to get other dads involved too. It’s important to get dads involved and having fun with their kids as well as having support. I feel that Dads are just as important as mums in bringing up children and they can make as much as a difference as mums can.”*

Scott soon got involved in his local A Better Start Parent Forum in Shoebury, to help raise and develop parents’ ideas put these forward to professionals. The Parent Forums are run by SAVS who work to involve parents in the co-production of services for A Better Start. *“At the Parent Forums it is all very professional. There’s a laid back atmosphere, which I like, but it works as you are there because you want to be and we get things done.”*

Scott has recently successfully completed his Parent Champion training, to help promote A Better Start to fellow parents, which was a very positive experience for him: *“It has been fun but constructive, with a relaxed atmosphere. It has given me the confidence to go and do more and I can now say that I am a Parent Champion and I can strive to help other parents. It will give me a bigger input and impact on children’s activities and services in the community and help me be a voice for parents that are less able. Being able to use the crèche has been very helpful and gives me peace of mind.”*

As part of this desire to get more parents involved, and especially more dads, he has been involved in arranging a Dad's Day in Shoebury. *"The idea went through the Parent Forum and the Ward Panel [which brings together public service providers with community stakeholders at a ward level], and is now in the process of getting final approval (hopefully!) and then it will be going ahead! It is through the Engagement Fund to get more parents involved. A Better Start Southend is helping me achieve this activity day for fathers and children to be together and bond. The event will also be for single parents and those who are doing the 'dad' role too".*

Scott has also taken on the role helping produce a monthly Shoebury parent newsletter; "The role was offered to all of the Shoebury Parent Forum members, and I decided to go forward and help do it. It is going to have information about activities from A Better Start and relevant activities from partner organisations and should go out shortly after the forums, to make sure it has that parent input too."

"The staff involved with the A Better Start programme have been absolutely blinding. They have been absolutely professional and great the way they have put themselves out there and been always ready to help. My 3 year old son is always happy when he comes to A Better Start Southend activities, he's always well-behaved and always wants more."

*"To anyone thinking about getting involved with A Better Start I would say '**Come and join us and get involved!**'"*