

# Southend Health & Wellbeing Board

## Report by

Alex Khaldi, Chair, A Better Start Southend

to

## Health & Wellbeing Board

on

20<sup>th</sup> March 2019

## Report prepared by:

Jeff Banks, Director, A Better Start Southend

	For discussion	X	For information only	Approval required
--	----------------	---	----------------------	-------------------

---

### A Better Start Southend - update

Part 1 (Public Agenda Item)

---

## 1 Purpose of Report

The purpose of this report is to:

- 1.1 Provide an update from the Chair of A Better Start Southend (ABSS) on key developments since the last meeting.

## 2 Recommendations

HWB are asked to:

- 2.1 Note the contents of the report and raise issues and opportunities with the Chair of the ABSS Partnership Board, Alex Khaldi.
- 2.2 Consider attendance at the ABSS Conference '*Who's the Expert? Innovation in Co-production and Service Design*' on 11th April 2019.

## 3 Background

### 3.1 GOVERNANCE

#### a) Partnership

Engagement with Partners remains strong and in particular, joint work with the CCG and SUHFT is encouraging closer collaboration between ABSS and NHS partners.

The Director has met with two named Partners and signatories to the Partnership Agreement, both of whom were key advisors at the bid stage, but who have not previously attended the Partnership Board. Catherine Rushforth & Associates ([www.catherinerushforth.com](http://www.catherinerushforth.com)) are subject matter experts for safeguarding and social care, and contributed to the Wave Trust's The 1001 Critical Days cross party manifesto that originally motivated the National Lottery Community Fund to invest in Fulfilling Lives: A Better Start. Catherine will join future Partnership Board meetings. Sally Poskett is CEO of

Kate Cairns Associates (KCA) (<https://kca.training/?info=main>). KCA is at the forefront of providing knowledge to help practitioners who provide services to the most vulnerable people in our society, using the latest findings from neuroscience to enrich and strengthen existing understanding around attachment, trauma and resilience. Kate and Brian Cairns are the authors of *'Attachment, Trauma and Resilience – Therapeutic Caring for Children'* and the Five to Thrive programme, offering an attachment based approach to positive parenting.

Both Partners have confirmed their willingness to continue to be part of ABSS and intend to join Partnership Boards in the future, particularly where there are agenda items which will benefit from their respective specialisms. This brings significant opportunity to ABSS and partners, and further meetings are planned.

#### *b) The National Lottery Community Fund*

ABSS continues to engage positively with The National Lottery Community Fund and all regular scheduled reviews and reporting milestones are up-to-date. The Chair of ABSS has had meetings with The National Lottery Community Fund to introduce the Fund to the developing strategic thinking arising from the work of the System Change Think Tank.

ABSS continues to be involved in a number of cross site / national initiatives, including; Improvement Science; Warwick Consortium national cohort study; 23Red Joint Communications Campaign; Flying Binary, national data dashboard; and various 'Communities of Practice' shared learning and development platforms.

#### *c) Governance*

The Governance processes for ABSS are considered to be strong and all meetings and working groups have been proceeding according to plan. There is extensive involvement of parents in all aspects of programme Governance. The Governance structure will be reviewed in the summer of 2019 as it approaches a year of operation in the new structure/format.

#### *d) Pre-school Learning Alliance is now the Early Years Alliance*

On February 18<sup>th</sup> 2019, the Pre-school Learning Alliance rebranded and changed its name to the Early Years Alliance. Research found that many in the early years community did not consider the original name reflected the range of work the Alliance undertook, or the wide variety of members represented. The name 'Early Years Alliance' reflects the organisation's position as key policy influencers in the sector and better reflects its core mission and aims.

### PROGRAMME MANAGEMENT UPDATE

#### *a) Programme Management Office Capacity*

The team is almost complete, with two further Project Managers, and a Communication and Marketing Assistant joining the team, alongside additional administration support, in recent months. In addition, a temporary appointment has been made of a Commissioning Lead to assist with commissioning and procurement, as discussed later below.

At the last Partnership Board, members approved the appointment of an Assistant Director to support the Director in providing exemplary system leadership for ABSS Programme with a focus on leading the developing of the high-quality integrated services for children and families. The post will also act as an ambassador for the programme, focusing on developing service delivery relationships with Partners and stakeholders. Interviews begin on March 13<sup>th</sup> 2019 and it is hoped an appointment will be made shortly thereafter.

With the growth in programme management capacity and associated staffing, additional office premises are required. ABSS will be taking on a lease of office accommodation at Thamesgate House, which is across the road from the Civic Centre. A number of back-office Programme Management functions will be relocated within a month, and the Alexandra Street premises will remain as a front-facing community resource.

The programme continues to benefit from the expert advice of Public Health colleagues who work with ABSS as part of a Memorandum of Understanding with SBC Public health.

#### *b) Programme Activity*

Work continues at pace and a full progress update on current activity is circulated to the Partnership Board. Of particular note for Partners is the ABSS / University of Essex *Conference 'Who's the Expert? Innovation Co-production and Service Design'* on 11<sup>th</sup> April 2019.

A specialist Commissioning Lead has begun working on updating the ABSS Commissioning Framework, Contract Form and Specification template. They will also support the planned procurement of a number of Social and Emotional Programmes. This appointment has been made on a temporary basis, to allow more rapid progress with commissioning remaining services as part of the Social and Emotional Strategy, where additional capacity was required to cover unforeseen staff absence in November/December 2018 and the departure of a long-term secondee from EPUT at the end of January 2019. The temporary appointment has been cost-neutral.

This piece of work will also establish a clear framework for commissioning and recommissioning work, following review and evaluation, and will allow more effective use of SBC's Procurement Department, who have limited capacity to support, particularly with developing specifications and associated documents ready to take to the market. A presentation outlining the focus of the work was made at the Partnership Board on 11<sup>th</sup> March 2019.

The Preparation for Parenthood and Family Support specifications are in process.

A sub-meeting of the Insights and Analysis Group was held on 31<sup>st</sup> January to review the strategic needs of ABSS, drilling down into data with an aim to review and refresh project KPIs and this work will feed into the ABSS Commissioning Strategy.

#### *c) Engagement*

The Partnership Board is delighted to announce that after full procurement, supported by Southend Borough Council's Procurement department, the existing provider, SAVS, have been appointed to deliver Engagement Services for the next 3 years, with the possibility of this being extended for a further 2 years. The next steps of the Engagement Strategy are in progress, with a paper about the joint appointment of a Co-Production Champion tabled at the Partnership Board on 11<sup>th</sup> March 2019. Following appointment of the Project Manager who will lead on Engagement work, preparation will commence for the launch of the Resilience Fund scheduled for the early summer of 2019.

#### *d) Knowledge, Research and Evaluation*

Following the approval of the Knowledge, Research and Evaluation Strategy (KRE) at the Partnership Board in January 2019, further discussions have been had with the University of Essex about how they might contribute towards the establishment of the three key KRE posts.

#### *e) System Change and Community Resilience*

The System Change and Community Resilience 'Think Tank' continues to meet and has focussed on developing the Core Strategy, which was presented to the Partnership Board in March 2019.

The joint ABSS/SBC System Map is due to be completed in April 2019 and this will feed into further development of the Integrated 0-19 Children Young People and Families Services over the coming months.

#### *f) Local evaluations*

Work is progressing on the FRED, FNP Adapt and Let's Talk formative evaluations. Interviews to further inform the reviews, will be completed in the next few weeks and embedded into the drafts. The 'Bus-Stop Campaign' evaluation, which will not contain interviews, is completed and awaiting quality checks. This evaluation included the use of a 'run chart' to log analytics – the use of which arose as a result of improvement science sessions provided by the NLCF. The 1-2-1 Breastfeeding Support formative evaluation is in early stages.

Evaluations which have already been to providers for feedback and the Partnership Board for approval are: Work Skills, Engagement, and Breastfeeding Group Support. There are no further actions on these.

#### *g) National Cohort Study*

The Partnership Board has expressed strong support for the Cohort Study and, operationally, staff continue to provide all necessary resource and information, as required.

#### *h) Communication and Marketing*

The launch of the Big Little Moments campaign went smoothly, and this campaign is now aligned with the local marketing plan ([www.abetterstartsouthend.co.uk/biglittlemoments](http://www.abetterstartsouthend.co.uk/biglittlemoments))

We are in the process of incorporating the new brand changes for The National Lottery Community Fund and the Early Years Alliance, into our core marketing processes.

ABSS featured on BBC Look East as a significant part of their lead item on 26th Feb 2019, including interviews with Parent Champions and an extended interview with Jeff Banks, talking about ABSS ([www.youtube.com/watch?v=0v1k7VZVgW8](http://www.youtube.com/watch?v=0v1k7VZVgW8))

A LinkedIn page has been set up to provide us with a new way to reach a slightly different audience (<https://www.linkedin.com/company/a-better-start-southend/>). This is in the very early stages and so will be further developed.

We are developing the ABSS Mascot. This includes coordination of the naming process, promotion and announcement, as well as creating the physical Mascot costume, which will be unveiled at our Who's the Expert conference.

## **4 Reasons for Recommendations**

- 4.1 ABSS Governance have reviewed and approved activities at the appropriate level. The Health and Wellbeing Board are asked to note the contents of the report.

## **5 Financial / Resource Implications**

- 5.1 A moderate underspend is noted in the financial report with explanations given. There are no further financial/resource implications outside permitted programme projections.

## 6 Legal Implications

6.1 None at this stage

## 7 Equality & Diversity

7.1 None at this stage.

## 8 Appendices

8.1 Appendix One – Quarter Three Summary Management Accounts

8.2 Appendix Two – ABSS Conference flyer – **Who's the Expert? Innovation in Co-production and Service Design**

---

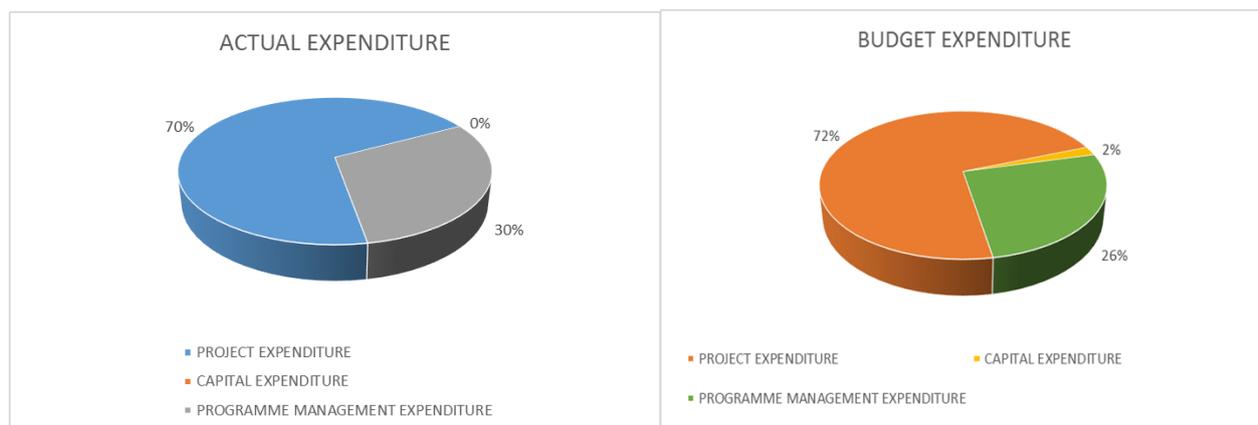
### 8.1 APPENDIX ONE – Quarter Three Summary Management Accounts

#### SUMMARY MANAGEMENT ACCOUNTS – CONFIDENTIAL

##### NINE MONTHS TO 31 DECEMBER 2018

The management accounts for the A Better Start Southend (ABSS) programme show income received and expenditure incurred during this financial year. Management accounts are presented to the ABSS Partnership Board quarterly, coinciding with the submission of returns to the National Lottery Community Fund. More detailed monthly accounts are reviewed by the ABSS Finance and Risk Group.

The accounts for the financial period from 1 April 2018 to 31 December 2018 show project expenditure of £1,329,000, capital expenditure of £nil and programme management (PMO) expenditure of £573,000. These are represented as a percentage of total spend in the first chart. Leveraged income for this period is £98,000 and £168,000 for the life of the programme to date.



Underspend against budget for all workstreams total £245,000.

The underspend on the budget has been reported to the pb and is related to scheduling of projects and programmes and associated core costs.



Summary Management Accounts - Confidential  
 Period: QUARTER THREE 2018-19

Period: APRIL to DECEMBER 2018

	Actual	Budget	Variance (adverse) or favourable
	£	£	£
<b>INCOME</b>			
REVENUE FUNDING RECEIVED FROM BIG LOTTERY FUND	2,043,000	2,219,000	(176,000)
CAPITAL FUNDING RECEIVED FROM BIG LOTTERY FUND	-	44,000	(44,000)
LEVERAGED INCOME	98,000	-	98,000
<b>TOTAL INCOME</b>	<b>2,141,000</b>	<b>2,263,000</b>	<b>(122,000)</b>
<b>EXPENDITURE</b>			
<b>PROJECTS</b>			
SOCIAL AND EMOTIONAL	350,000	414,000	64,000
COMMUNICATION AND LANGUAGE	396,000	423,000	27,000
DIET AND NUTRITION	236,000	273,000	37,000
SYSTEM CHANGE	243,000	360,000	117,000
CRECHE SERVICES	43,000	83,000	40,000
MONITORING & EVALUATION	19,000	35,000	16,000
DATA ANALYSIS	42,000	39,000	(3,000)
<b>PROJECT EXPENDITURE</b>	<b>1,329,000</b>	<b>1,627,000</b>	<b>298,000</b>
SALARIES AND SECONDMENTS	371,000	399,000	28,000
OTHER PMO COSTS	202,000	193,000	(9,000)
<b>PROGRAMME MANAGEMENT EXPENDITURE</b>	<b>573,000</b>	<b>592,000</b>	<b>19,000</b>
<b>TOTAL REVENUE EXPENDITURE</b>	<b>1,902,000</b>	<b>2,219,000</b>	<b>317,000</b>
CAPITAL EXPENDITURE	-	44,000	44,000
LEVERAGED COSTS	98,000	-	(98,000)
<b>TOTAL EXPENDITURE</b>	<b>2,000,000</b>	<b>2,263,000</b>	<b>263,000</b>
<b>NET FUNDING IN ADVANCE/(OWED)</b>	<b>141,000</b>	<b>-</b>	<b>141,000</b>
<b>CUMULATIVE FIGURES FROM START UP TO DATE</b>	<b>£</b>		
<b>INCOME</b>	<b>8,704,000</b>		
PROJECT EXPENDITURE	3,988,000		
PROGRAMME MANAGEMENT EXPENDITURE	3,883,000		
CAPITAL EXPENDITURE	542,000		
LEVERAGED	98,000		
<b>TOTAL EXPENDITURE</b>	<b>8,511,000</b>		
<b>NET FUNDING IN ADVANCE/(OWED)</b>	<b>193,000</b>		

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

8.2 Appendix Two – ABSS Conference flyer – **Who’s the Expert? Innovation in Co-production and Service Design**

PLEASE BOOK VIA EVENTBRITE – SEARCH ‘WHO’S THE EXPERT’



**A Better Start Southend**  
our children  
our community  
our future

# Who’s the Expert?

## Conference 11.04.19

**Innovation in Co-production and Service Design**

With a range of speakers, including leading academics, practitioners and parents/carers, offering both theory and practical examples, this conference will explore best practice in engaging families in the design and delivery of the services they use.

**Thursday 11th April 2019 (9.30am-4pm)**  
**South Essex College, Southend, Essex, SS1 1ND**

For those supporting children under 4 and their families in health, education and social care sectors.

This is a parent-led, family-friendly conference and delegates are encouraged to bring partners and children. A range of activities will be available for children and families running alongside and contributing to the main programme.

**For further information, please contact**  
**[ABSSresearch@pre-school.org.uk](mailto:ABSSresearch@pre-school.org.uk)**  
**or call 01702 356050**

