

Southend Health & Wellbeing Board

Report by

Alex Khaldi, Chair, A Better Start Southend

to

Health & Wellbeing Board

on

12 June 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.

3 Background

GOVERNANCE

a) *Partnership*

The ABSS partnership remains strong, with the Director having meetings planned with Yvonne Blücher, Managing Director of Southend University Hospital, and Mandeep Singh, Clinical Director for Women’s and Children’s services at Southend University Hospital. It is hoped these meetings will see opportunities for further development of practical partnerships with NHS colleagues.

ABSS is developing a strong working relationship with Integrated Commissioning colleagues and through them, is developing a good practical working relationship with the NHS Southend Clinical Commissioning Group and the Southend University Hospital. This is resulting in positive partnership projects e.g. an Integrated GP/Paediatrics Clinic. ABSS has a good working relationship with Public Health England and is looking to develop closer connections with Mid and South Essex Sustainability and Transformation Partnership.

Arrangements are in hand to formally establish Southend Association of Voluntary Service (SAVS) as a Member of the Partnership Board.

b) The National Lottery Community Fund (NLCF)

ABSS continues to have a very positive working relationship with colleagues from NLCF and benefits from strong support and advice from the Head of Funding Strategic Programmes (ABSS) and the Funding Manager. The NLCF Annual Review took place on 5th June 2019 and all areas on the progress report were rated Green or Amber. The NLCF viewed ABSS's progress as extremely positive and the team shared further developments since the last positive Annual Review in 2018.

Of particular note was the increase in 'reach' for target beneficiaries in ABSS wards increased from 8.6% in 2017/18 to approaching 30% in 2018/19; an increase of over 300%

The Partnership Board has agreed targets to continue growth and it is anticipated reach will approach 75% in 2019/20.

As per previous reports, ABSS continues to support cross site / national initiatives, including; Improvement Science; Warwick Consortium national cohort study; 23Red Joint Communications Campaign (Big Little Moments); Flying Binary, national data dashboard; and various 'Communities of Practice' shared learning and development platforms.

c) Governance structure

All meetings of Groups have been proceeding in accordance with the agreed Governance structure. The Chair of ABSS has met with Chairs of the Programme Group, Finance and Risk Group, Insights and Analysis Group and the Parents' Group to review progress and agree priorities for the coming year. This will become an annual cycle of review and target setting.

PROGRAMME MANAGEMENT UPDATE

a) Programme Management Office Capacity

Following the Partnership Board's agreement to the appointment of an Assistant Director, the programme management office is pleased to announce the appointment of Stephanie Farr, Assistant Director for Children, Young People and Families at Essex Partnership University NHS Foundation Trust (EPUT), as Assistant Director of the A Better Start Southend programme. Stephanie took up her post on 1st June. Specialist Advisors have now been retained, with Barbara Goldberg offering specialist support on Diet and Nutrition and Indirani Viknaraja supporting with Information Governance including GDPR compliance.

Deborah Payne, previously seconded to ABSS from EPUT in the role of Programme Manager, has been appointed to the role of Clinical Lead for 0-19 Children's Services at Southend-on-Sea Borough Council, and this excellent appointment retains the programme's very strong connection with Health Visiting services. 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

The Programme Manager reports in detail to the Programme Group at the monthly meetings but a number of highlights are included below:

'Who's the Expert? Innovation in Co-production and Service Design' Conference 2019

The ABSS / University of Essex *Conference 'Who's the Expert? Innovation in Co-production and Service Design'* on 11th April 2019 was extremely successful with very positive responses received from delegates, speakers, workshop leaders and family members. Over 300 delegates attended, with 100 being children. SAVS provided exceptional support to parents in designing and delivering a range of family friendly activities.

c) Diet and Nutrition (D&N)

Members of the Health and Wellbeing Board may have noted the **HENRY** healthy eating programme recently received positive national press coverage for the success of their work in Leeds, where the programme has been credited in part for a drop in childhood obesity levels. The HENRY programme continues to deliver well in Southend with a range of activities and training sessions planned this year.

The **1-2-1 Breastfeeding** project is continuing to deliver in line with their contracted targets, operating in parallel with the **Breastfeeding Support Group**. An additional Group has been established within the Kursaal ward, with professional facilitators working alongside trained volunteers. Both contracts expire at the end of August and options are being reviewed. The **Southend Supports Breastfeeding** campaign is also working well, encouraging families, friends, employers and local communities to support mothers with breastfeeding. As health and education services across the Borough embed the UNICEF Baby Friendly Initiative within their practice, the team are working positively with community venues to increase the social acceptance of breastfeeding.

The **3 to 4 Month Contact** contract with EPUT expired at the end of March and options are being worked up to renew the contract with SBC, with a view to increasing scope. Delivery has historically not reached the targets but robust future planning will improve this position.

As part of the **Family Action Programme Delivery Service** which delivers a range of interventions based from the Children's Centres, the Friars **Food 4 Life** food growing/ allotment project, being run in conjunction with a Healthy Cooking for Families Programme, has commenced.

d) Communication and Language (C&L)

Delivery of the **Let's Talk** programme remains strong, with the contractor, EPUT, continuing to work closely with the ABSS Specialist Early Years Teachers/Communication and Language Advisers. The Let's Talk programme continues to over reach on beneficiaries and the Service Manager has worked with the ABSS Programme Team to review the suite of offers to optimise engagement of beneficiaries.

The ABSS Specialist Early Years Teachers/Communication and Language Advisers increased the offer of their support to ABSS Early Years settings, inviting them to attend a **C&L training and workshop event**. This event enabled settings not previously engaged to network and liaise with the existing 15 settings and to ensure that Wellcomm screening is now implemented for transition purposes prior to children starting school. The training was attended by over 50 participants and included key partners such as the SBC Early Years Team, members of the Let's Talk SLT team, members of Family Action and also the PACEY childminding team.

Work continues alongside ABSS Parent Champions and the **Bookstart** library team with a view to developing a project to encourage parents and carers to share books and visit their local libraries.

Additionally, the team are looking to develop new partnership initiatives, starting in September, with **primary schools** in the Borough. This has developed from a series of meetings with school leaders, who have challenged ABSS and SBC Early Years Team to support further with the **school readiness agenda**. ABSS is keen to develop work which brings primary educators closer together with early years settings, to share skills and develop partnership project activity.

The **First and Foremost** project, funded separately by the Department for Education, which developed in part from the learning from the Let's Talk project, is progressing well. ABSS Specialist Early Years Teachers/Communication and Language Advisers are supporting information sharing sessions and have delivered webinars as the services are rolled out across the Borough.

The **Family Support Workers for Speech Language and Communication Needs** project has been in delivery for 6 months and is receiving positive feedback from families that are being supported. Numbers are expected to continue to increase over the next 12 months and there is scope to increase capacity within the team to manage this.

e) Social and Emotional Development (S&E)

The **Empowering Parents, Empowering Communities (EPEC)** programme is experiencing challenges with maintaining number, but meetings with the provider are being arranged to discuss how this may be improved. Project Managers from ABSS will shortly be visiting other local authorities to see how EPEC works in another area.

The **Perinatal Mental Health project** is embedding well considering it is a relatively new initiative. The specialist Health Visitors have delivered training to a wide range of Partners and there is an expectation that other professionals will now be confident to refer mothers into the service. It is hoped this development will continue to address concerns raised by Parents at the Partnership Board.

The current contract for the **Family Nurse Partnership (FNP)** project is drawing to a close and ABSS is working closely with SBC to review options moving forwards. Numbers of beneficiaries has been relatively low as there have been recruitment challenges and issues with referral processes due to staff changes at the hospital. The programme is being evaluated nationally and an options paper has been presented to the ABSS Programme Group following discussion at the Children Young People and Families Steering Group.

The **Workskills** project continues to deliver positive results, supporting parents who wish to return to work or develop their own business ideas. Feedback from beneficiaries is exceptionally strong.

A specification for delivering a **Mixed-Approach Preparation for Parenthood** service has been put out to the market, and to date a large number of providers have expressed an interest. The closing date for proposals to be received is 18th June.

f) Community Resilience

The **Engagement Contract** is working well, with a number of new Parent Champions being recruited and trained. Parents will report to the Partnership Board on activities being undertaken, including the design of a new **ABSS Mascot**, which was seen for the first time at the 'Who's the Expert?' Conference. A vote was undertaken to choose a name for the Mascot, with the name 'Pip' being announced at a parent-led event on 9th May 2019. The name is liked by both parents and children, and benefits from its connection to the Parent Champion's Parents Inspiring Parents initiative.

Proposals for the **Resilience, Innovation & Ideas Fund** are developing and it is anticipated that the fund will go live for proposals later in the year.

The process of appointing a **Co-production Champion and Citizens Panel** is progressing well, with ABSS and SBC jointly funding the appointment. The post will be hosted by SAVS with a remit to work across the ABSS Partnership, to champion best practice in Co-design and Co-production in service design and delivery.

With ABSS taking up a new back office space at Thamesgate House, the opportunity has arisen to explore the use of the SAVS space on Alexandra Street as a front-facing **Parent Champion Hub**.

ABSS Project Managers are working with Parents to explore this opportunity further and a questionnaire is being developed for ABSS service providers and Partners to ascertain their views.

The parent-led initiative to develop an **ABSS Mobile Unit** has also been developing with further research and site visits taking place. The project is being scoped and will be reviewed at governance meetings in due course.

g) System Change

The ABSS / SBC jointly commissioned **System Mapping Tool** is nearing completion and will be used as part of the design of the new integrated Children Young People and Families 0-19 service. The System Change and Community Resilience 'Think Tank' continues to meet and has focussed on developing the Core Strategy and other developments.

ABSS staff are actively supporting the **Children Young People and Families Steering Group**, working to develop the integrated 0-19 service. In addition to supporting strategically, the team are supporting service user Co-design and Co-production initiatives.

The **Integrated Children's Centre Hub** pilot projects are moving forwards with a clear project brief developed and shared with the steering group. A full time engagement officer will be appointed to develop the project, with a view to building on and developing effective integrated working practices at the centres. There is an expectation that Partners from all sectors will want to be involved, working in partnership with SBC, ABSS and Family Action.

The **Joint GP/Paediatrician Clinic** project is making good progress and showing positive early results. Arrangements for ABSS's financial contribution to the project are being finalised. Children's Commissioner Marie McEntee, from the Integrated Commissioning Team, gave an overview of the project the ABSS Parents' Group on 5th June, and invited parents to be involved in future service design activity.

ABSS team members are meeting with Partners to review **Workforce Development** offers, with a view to developing a new children's workforce development activity.

h) Knowledge, Research and Evaluation

Following the approval of the Knowledge, Research and Evaluation Strategy (KRE) at the Partnership Board in January 2019, final mobilisation proposals were considered and approved at the Partnership Board on 20th May 2019.

i) Local Evaluations

The FRED, FNP Adapt and Let's Talk formative evaluations are nearing completion and will be reviewed at the next Insights and Analysis Group meeting. Evaluations which have already been to providers for feedback and the Partnership Board for approval are: Work Skills, Engagement, and Breastfeeding Group Support.

j) National Cohort Study

The NLCF is reviewing the national cohort study and it is hoped that a clear direction will come from meetings the end of May.

k) Communication and Marketing

Marketing and Communication work continues, with the team supporting extensively on the 'Who's the Expert?' Conference. The Big Little Moments campaign is gaining traction.

l) Other

The Commissioning Lead is making steady progress with the new Commissioning Framework, Contract Form and Specification template. The new contract has now been drafted with over 70% new content covering important areas which were identified through the project management process. The remaining work is expected to conclude in the coming weeks.

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 Four Summary Management Accounts
- 8.2 Appendix Two – Case Study

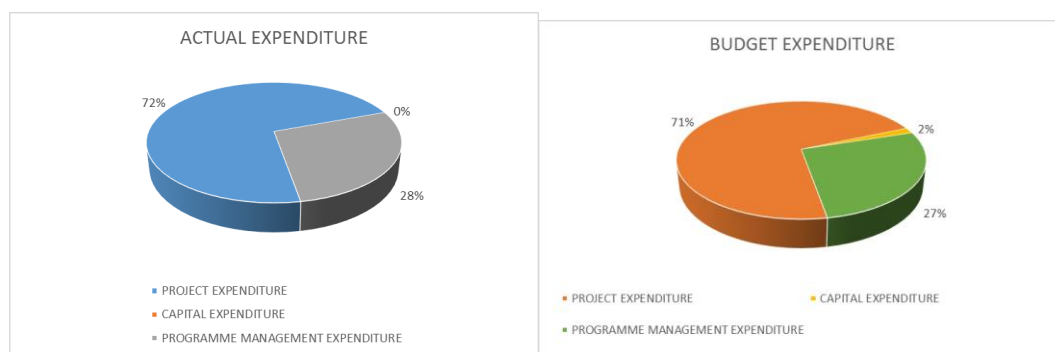
8.1 APPENDIX ONE – Quarter Four Summary Management Accounts

SUMMARY MANAGEMENT ACCOUNTS – CONFIDENTIAL

YEAR TO 31 MARCH 2019

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 March 2019 show project expenditure of £1,949,000, capital expenditure of £nil and programme management (PMO) expenditure of £754,000. These are represented as a percentage of total spend in the first chart. Leveraged income for this period is £109,000 and £200,000 for the life of the programme to date.



Underspend against budget for all workstreams total £107,000.

Explanation:

1. Lower crèche costs linked to lower than budgeted spend across projects and less reliance on expensive bank agency staff
2. Less expenditure on monitoring and evaluation with more work being undertaken by the project team
3. Note: there is re-allocation across budget lines between Community Resilience and other lines



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

Period: APRIL to MARCH 2019

	Actual	Budget	Variance (adverse) or favourable
	£	£	£
INCOME			
REVENUE FUNDING RECEIVED FROM BIG LOTTERY FUND	2,798,000	3,112,000	(314,000)
CAPITAL FUNDING RECEIVED FROM BIG LOTTERY FUND	20,000	44,000	(24,000)
LEVERAGED INCOME	109,000	-	109,000
TOTAL INCOME	2,927,000	3,156,000	(229,000)
EXPENDITURE			
PROJECTS			
SOCIAL AND EMOTIONAL	541,000	565,000	24,000
COMMUNICATION AND LANGUAGE	635,000	629,000	(6,000)
DIET AND NUTRITION	364,000	435,000	71,000
SYSTEM CHANGE	118,000	258,000	140,000
COMMUNITY RESILIENCE	214,000	12,000	(202,000)
CRECHE SERVICES	58,000	110,000	52,000
MONITORING & EVALUATION	19,000	47,000	28,000
PROJECT EXPENDITURE	1,949,000	2,056,000	107,000
SALARIES AND SECONDMENTS	487,000	526,000	39,000
OTHER PMO COSTS	267,000	257,000	(10,000)
PROGRAMME MANAGEMENT EXPENDITURE	754,000	783,000	29,000
TOTAL REVENUE EXPENDITURE	2,703,000	2,839,000	136,000
CAPITAL EXPENDITURE	-	44,000	44,000
LEVERAGED COSTS	109,000	-	(109,000)
TOTAL EXPENDITURE	2,812,000	2,883,000	71,000
NET FUNDING IN ADVANCE/(OWED)	115,000	273,000	(158,000)
CUMULATIVE FIGURES FROM START UP TO DATE	£		
INCOME	9,490,000		
PROJECT EXPENDITURE	4,663,000		
PROGRAMME MANAGEMENT EXPENDITURE	4,055,000		
CAPITAL EXPENDITURE	542,000		
LEVERAGED	200,000		
TOTAL EXPENDITURE	9,460,000		
NET FUNDING IN ADVANCE/(OWED)	30,000		

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

8.2 APPENDIX TWO – Case Study

Becoming a Parent Champion allows mums and dads to play a vital role in the Southend-on-Sea community, as well as helping to beat isolation. Read Donna's account of how taking an active role in A Better Start Southend allowed her to meet new people...

Donna's journey with A Better Start Southend began in September 2018 when she was asked along to a Coffee Session by a friend and has now become a Parent Champion.

Before she found A Better Start Southend, Donna had been uprooted to Shoebury where she did not know anyone, and being a single parent of two with low self-confidence and learning difficulties, Donna found herself not really going outside of the house to socialise. Instead she relied on the family support of her mother and neighbours.



Since then, Donna has found new friends that encourage her along to new things and help support her when she needs it. She is happy to try new A Better Start Southend courses that come out, such as *Being a Parent*, *HENRY*, and *Work Skills*, as well as Perinatal Mental Health Training. She completed the Parent Champion Training course in October 2018 which has allowed her to be part of service design and conferences; helping her to keep busy and think about the changes she would like to see with her family and the community as well.

Donna feels that she is slowly seeing the changes in the community from A Better Start Southend and is keen to help this process along through talking to other parents and getting other organisations involved, to help spread the word. Through attending different meetings with professionals, Donna feels that changes are being made in the way that the system works and that the parents voice is now being heard, but there is still a way to go, although a lot of this comes down to funding. Donna is keen to see more work in outside spaces and parks in Shoebury and more shops around Southend.

Donna feels that her entire journey through A Better Start Southend is a highlight. She has been able to meet all different kinds of people, and is thankful for the SAVS childcare volunteers, as well as the crèche and really enjoys the engagement events as well. The only downside to A Better Start Southend for Donna is that there are so many meetings, so sometimes she feels a little stretched thin, especially if the timings fall poorly for school drop and pick up times.

Donna summed up that she has really enjoyed being part of this project, the staff take the time to help and support parents, she has been able to step out of her comfort zone and meet professionals from all different jobs and help to steer the community to a better future.