



A Better Start Southend

Our Children, Our Community, Our Future

7 April 2016



A Parent's View

- A Parent's involvement with A Better Start Southend



Background

Aims:

We want Southend-on-Sea to be known as the best place to bring up a child and be a parent. We are creating communities that welcome every baby and ensures they have the best deal possible.

We are working to achieve the best for our children and families by, reducing inequalities and 'narrowing the gap' for children.

We are giving every child the best start in life by, building positive experiences and life changes through the life course to create resilient and self-sufficient families and communities.



Overarching Outcomes

Children achieve well because:

- their parents are ready for parenthood
- they have a positive parent/child relationship
- they are ready for school
- they and their families receive effective and consistent professional support
- there is improved health at individual, family and community level

Specific outcomes focus on:

- social and emotional development
- communication and language development
- diet and nutrition
- community resilience



System Change

We will achieve this by creating an evidence base that shows investment in Early Years gives the highest return on human capital.

Our system leaders are committed to this, and work is already underway to enhance and deliver the joint governance, financial and management arrangements to achieve this change. This will embed fundamental system change amongst the statutory partners bringing our community and voluntary partners into the heart of policies and major decisions across the borough.



System Change

An opportunity to complete the cycle:

Whilst the focus is on early years outcomes, A Better Start Southend will also complete the cycle of opportunity in Southend. It will bring together local employers, schools and training providers to create real aspiration across the borough.



Our First Year

- All partnership agreements signed.
- Service level agreement in place to deliver core elements in the original bid.
- We have a robust service design framework for programme development.
- We are one of only four areas in England who are working with the Mental Health Foundation to give women and their families the best support available, and to lead the country on service provision.
- New and enhanced programmes in Southend.



Our First Year

- Upgraded Early Years Information Sharing Review.
- Begun implementation of the new maternity health care pathway.
- Early Years workforce has been enhanced.
- In preparation for year 2 scale up Programme Pilots have taken place reaching over 650 parent and practitioners.



Our Challenges for Year 2

We and the Big Lottery have identified five areas for focus:

- The capacity of the core team to deliver our plan, i.e. have we got the right roles and the right number of people?
- Delivery of our “big ticket” items, such as the Centre for Excellence, Innovation, Family Focused GP Practice and the Bank.
- The active support of partners to deliver A Better Start Southend and our system change.
- Workforce development.
- Community engagement.



Our Challenges for Year 2

- We have developed an action plan to inject pace and enhanced delivery to our activity.
- We have created a new Executive Group to lead our activity.
- We are working with the University of Essex to bring the best research and practice to Southend to instigate a national debate.
- We are working with the CCG to create improved access to support services via GP practices.

