

EXECUTIVE ACTION PLAN A BETTER START SOUTHEND (ABSS)

Partner commitments							
Ref.	Activity	Priority	Outcome	Impact	Measurement	Target Date	Responsibility
1.1	Ensure that the overarching governance arrangements are actioned and working effectively	High	A strategic partnership executive group to lead a Better Start is established	Senior system leaders have an active role in leading and delivering the Programme	Meetings will take place and actions will be completed	April 2016	Southend-on-Sea Borough Council CEO
		High	The first year of ABSS work and executive action plan are scrutinised by the Health and Well Being Board (H&WBB)			April 2016 and ongoing	
		High	Regular H&WBB meetings are held	System overview and active involvement of parents and community	Report to the H&WBB on the 7 th of April 2016	April 2016 and ongoing	Pre-school Learning Alliance CEO
1.2	Ensure that the financial arrangements of the Bank enable it to perform integrated decision making	High	Financial arrangements are described in a specific action plan and are in place for the bank's income streams and decision making	Financial decisions involving partners' budgets is made within the partnership driving system change	The Executive Group will confirm how the Bank will operate in the next stage of an integrated budget	September 2016	Directors of Finance at Pre-school Learning Alliance and Southend-on-Sea Borough Council

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1.3	Ensure that the Executive Group and H&WBB have a range of ABSS progress and performance information	High	Families experience better outcomes	The Executive Group is able to performance-manage the progress of ABSS	Information will be presented and actions will be completed	June 2016	Programme Director
1.4	Ensure that the Executive Group is able to make timely decisions based on sound financial understanding	High	Performance management is informed by strong financial management	The Executive Group is able to manage the progress of ABSS via sound financial management and accountability supporting effective activity	Actual spend and projected spend will be within a 5% variance by the end of the financial year 2016-17	April 2106 and ongoing	Directors of Finance at the Pre-school Learning Alliance and Southend-on-Sea Borough Council
1.5	Regularly report the risk register to the Executive Group, which will be able to effectively risk manage activity	Medium	Risk management information is available to track ABSS's progress	Senior System leaders own ABSS's risks and tolerance levels and are confident of timely delivery	A revised risk register will be agreed at the July meeting of the Executive Group	July 2016	Programme Director

Delivery of core elements: the Centre for Excellence, Innovation and Best Practice, a family-focused GP service, employment							
Ref.	Activity	Priority	Outcome	Impact	Measurement	Target Date	Responsibility
2.1	Present a decision paper on the Centre for Excellence, Innovation and Best Practice to the first Executive Meeting	High	The Executive Group have an agreed vision for the Centre for Excellence Innovation and Best Practice	Southend informs policy and practice at a local, national and international level	Initial research findings will be available	Evidence based provision on stream from January 2017	Programme Director
2.2	Create a family-focused GP service by ensuring the community paediatric review aligns with ABSS developments including the new primary care centres	High	Integrated provision of nursing and social interventions which leads the transformation of primary care services across target wards and the wider Borough	Families have access to better wraparound services	Social intervention operating at primary health care location	December 2016	Programme Director, Associate Director CCG and Director of Public Health
2.3	Finalise mapping of existing services and needs analysis with community	High	Coherent picture of supply of and demand for the primary health pathway	Local families influence the configuration of the wraparound services	Information will be presented to the Executive group and available to community	July 2016	Programme Director

Delivery of core elements: the Centre for Excellence, Innovation and Best Practice, a family-focused GP service, employment							
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2.4	Create an action plan to support parental pathway to employment and present to the Executive Group	High	Informing and stimulating aspirations and opportunities, including through the work of the project	More parents are able to access training, education and employment	Action Plan will be available and will be implemented	July 2016	Programme Director
2.5	Coordinate stakeholders involved with economic inclusion activity to ensure that all families benefit from Southend's prosperity	Medium	Coherent and coordinated series of programmes to families to promote economic inclusion	Families currently not engaged with inclusion activities benefit from Southend's prosperity	The action plan will be agreed at the Executive Group	July 2016	Programme Director

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Communication; internal and external							
Ref.	Activity	Priority	Outcome	Impact	Measurement	Target Date	Responsibility
3.1	The Executive Group will agree and monitor each action plan for ABSS's activity in developing thematic areas, including the Centre for Excellence, the Bank, staffing and parental progression to employment	High	The Executive Group has action plans for each of the thematic areas	The Executive Group leads the implementation of the plans	The Executive Group will be able to track progress against each of the plans	May 2016	Programme Director
3.2	Enhance ABSS engagement with stakeholders, including local communities, partners in the statutory and voluntary sectors and system leaders	High	The Communication and Engagement Strategy is finalised	Stakeholder are able to describe ABSS and their part	Strategy will confirm who are audiences for communication and engagement and the appropriate communication channels and plan for engagement	April 2016	Programme Director
3.3	Make the website available to inform all stakeholders of ABSS activity	Medium	The website goes live and is available across all mobile devices	All stakeholders have ready access to information to enhance their engagement with ABSS	Web analytics will be available on an on-going basis	June 2016 and onwards	Programme Director

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Core Team Resources							
Ref.	Activity	Priority	Outcome	Impact	Measurement	Target Date	Responsibility
4.1	Revise the ABSS workforce action plan	High	The ABSS core team has the right resource base to deliver the ABSS vision for Southend	ABSS is effectively delivering the operational plan	The strategy and action plan will be agreed at the Executive Group	April 2016	Programme Director
4.2	Strengthen the Better Start's team's management approach to drive delivery of programmes	High	Programmes are delivered effectively and in a timely manner to the agreed programme plan	Families benefit from high-quality evidence-based programmes	Performance management system will be in place	June 2016	Programme Director