

## Southend Health and Wellbeing Board

Agenda  
Item

Report by

**Alex Khaldi, Independent Chair, A Better Start Southend**

to

**Health & Wellbeing Board on 2<sup>nd</sup> December 2020**

Report prepared by:

**Jeff Banks, Director, A Better Start Southend**

	For discussion	X	For information only		Approval required
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A Better Start Southend - update

Part 1 (Public Agenda Item)

### 1 Purpose of Report

The purpose of this report is to 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:

1. Note the contents of the report and raise issues and opportunities with the Chair of the ABSS Partnership Board, Alex Khaldi.
2. Agree to schedule a HWB workshop to review the ABSS Sustainability and Legacy Plan, prior to formal approval at a future HWB.

### 3 Governance

#### *Health and Wellbeing Board*

At the meeting of the Health and Wellbeing Board (HWB) on 10<sup>th</sup> June 2020, ABSS presented the preliminary report undertaken by the University of Essex School of Health and Social Care, '*The impact of COVID-19 on families and services in Southend*' (O'Connell L, et al). This full report is now published and is available on the ABSS website [at this link](#). The 11 key findings/recommendations have been widely welcomed and have informed the response to the pandemic, both at ABSS and with Partners.

As the HWB Agenda for the 8<sup>th</sup> September 2020 meeting was unable to include a full update from ABSS, this is the first report to the HWB since 22<sup>nd</sup> January 2020. However, HWB can be reassured that there is significant involvement in the ABSS Programme by a range of Partners represented at the HWB, and good awareness of progress and developments.

#### *Partnership*

The ABSS Programme Governance structure comprises the following Groups:

- Partnership Board – Chair, Alex Khaldi
- Programme Group – Chair, Krishna Ramkhelawon, SBC
- Insight and Analysis Group – Chair, Michael Freeston, EYA
- Finance and Risk Group – Chair, Paul Grout, SBC
- Parents Group – Rolling Chair (Parent Champion)

During the period of the Coronavirus/COVID-19 pandemic, the ABSS Partnership Board agreed to the formation of a fixed term Executive Consultative Board, to speed up decision making of the Partnership, particularly in reference to the response to the pandemic.

In addition, the ABSS Programme has recently instigated and established a Black, Asian and Minority Ethnic community Steering Group (Chair, Keighley Hylton, ABSS) to support the development of inclusive practices in the operation of the ABSS Programme and the delivery of services to Southend's diverse population.

The ABSS Programme continues to benefit from strong Partnership engagement, with positive participation at a range of levels for all core Partners:

- Early Years Alliance
- Southend Borough Council
- Essex Police
- Southend University Hospital
- Essex Partnership University NHS Foundation Trust (EPUT)
- NHS Southend CCG
- University of Essex
- Family Action
- SAVS

As the health landscape has changed significantly since the inception of the ABSS Programme, for example the establishment of the Mid and South Essex Health and Care Partnership, and the merging of the three hospitals to form the Mid and South Essex NHS Foundation Trust, the Partnership has developed and is creating strong links with the new bodies.

#### *The National Lottery Community Fund (TNLCF)*

TNLCF and ABSS Annual Review meeting is scheduled to take place on 4<sup>th</sup> December 2020 and will include key Partners, Parent Champions and the ABSS Senior Programme Team. The meeting will focus on feedback obtained from the wider Partnership in respect of the programme benefits and opportunities. Should Members of the HWB wish to contribute to the Annual Review, there is a short questionnaire which can be accessed at this link: [ABSS Annual Review Survey](#). The deadline for responses falls on Friday 27<sup>th</sup> November, but should any HWB Members wish to contribute, all comments or observations made at the HWB will be duly noted.

Thomas McCulloch has replaced Sarah Gibbs as TNLCF's new Head of Funding, with oversight of the A Better Start Programme nationally. The programme is engaging positively with Tom and the wider TNLCF team.

## **4 Evidence Project**

### *Programme Evaluation Partnership*

The Programme Evaluation Partnership with the University of Essex (UoE) is now fully staffed, with Professor Vasilios Ioakimidis leading the team, comprising two Senior Research Officers, Dr Lauren O'Connell and Kathryn Chard.

Having concluded the research into the impact of the Coronavirus/COVID-19 pandemic on families in Southend, the team have returned to their substantive role in undertaking formative evaluation of the individual ABSS projects/programmes in delivery.

### **A case study is attached for reference - see Appendix One**

### *Independent Summative Evaluation*

RSM UK Consulting LLP in partnership with UoE, have been appointed to deliver the ABSS programme-wide Independent Summative Evaluation. The evaluation will look at the overarching 'impact' of the ABSS Programme at a community level, and include extensive field work studies, providing vital evidence for the ABSS Legacy and Sustainability Planning for post 2025.

The evaluation team will combine RSM's expertise in successfully delivering mixed method evaluations of publicly funded education, health and social care programmes, alongside UoE's knowledge of the ABSS Programme, its Partners and the community within which it operates, as well as its international reputation for excellence in the field of social science research.

The RSM partnership will commence co-producing the study with parents and Partners in January 2021 and publish reports in December 2021, June 2023 and December 2024.

### *Outcomes Framework*

The ABSS Outcomes Framework is reviewed annually, to ensure the programme is effectively meeting targets. The next full update is due in 2021 and the team will be reviewing how information is presented, to improve accessibility. A review of the measures and evidence/data sources is underway, in particular to identify the impact of EYFSP data not being collected in 2020 due to Coronavirus/COVID-19 pandemic period.

### *Data Development and Analytics*

Whilst the Partnership Board is encouraged that beneficiaries in ABSS programmes has remained stable during the period of the Coronavirus/COVID-19 pandemic, there has been a marked fall in new referrals. Analysis suggests that parents who were aware of ABSS and benefiting from services prior to the pandemic, have remained engaged in the programme. Parents who were not engaged have not been seeking out ABSS services and/or agencies have been less able to refer.

### **An extract of the ABSS Data Dashboard is attached for reference - see Appendix Two**

## **5 Sustainability and Legacy Planning**

As the ABSS Programme has passed the midway point of the ten-year programme, it is increasingly important to strengthen the focus of attention on Sustainability and Legacy Planning. In addition to the appointment of a Research and Evaluation Manager, the programme has recruited a Strategic Development and Communications Manager, both of whom will work with the Independent Chair and Director to take forward Sustainability and Legacy Planning over the coming months.

The Independent Chair is nearing the conclusion of his high-level Partner engagement conversations on Sustainability and Legacy Planning, which have proved invaluable in informing this important area of work. Final stakeholder meetings will take place at the end of November 2020, culminating in a report that will be presented to the ABSS Partnership Board on 14<sup>th</sup> December 2020.

The HWB are asked to agree to schedule a HWB workshop, to review the ABSS Sustainability and Legacy Planning, prior to formal approval at a future HWB.

### *SBC Children's Centre Review*

ABSS has commissioned a literature review and comparative analysis of the experiences of local authorities reviewing or redesigning Children's Centre offers, which is being conducted by the University of Essex. ABSS and SBC consider that the Children's Centre Review aligns closely with the ABSS Sustainability and Legacy Strategy and opportunities exist for the closer alignment of these two pieces of work.

### *Your Family*

The Coronavirus/COVID-19 pandemic delayed the mobilisation of the overarching Your Family programme offer, which is designed to bring together all of the ABSS projects alongside those provided by other Partners. The ABSS Partnership Board agreed to refresh the programme design and Dartington Service Design Lab was commissioned to support this process. This work is nearing completion and ABSS has been grateful for the engagement of Partners in the review. The revised programme specification and evidence documents will be reviewed by the ABSS Partnership Board on 14<sup>th</sup> December 2020, prior to mobilisation. This work will similarly inform the ABSS Sustainability and Legacy Plan.

## **6 Programme Activity**

The ABSS Programme Management Office has kept in close contact with all Delivery Partners throughout the pandemic, with 90% of ABSS projects/programmes continuing to deliver services to children and families. Whilst a number of projects and programmes were able to continue some direct delivery (in line with COVID-19 guidance) many transferred elements to online/virtual and/or blended delivery.

As the initial lockdown restrictions were eased, many of the Delivery Partners were able to re-commence some face-to-face delivery and group work. During the most recent lockdown, Delivery Partners have been continuously reviewing their practice in order to maintain safe and accessible services for the community.

Whilst the vast majority of established ABSS projects/programmes have continued, those services which were not yet established or in early mobilisation faced greater challenges. Two projects in particular, **Preparation for Parenthood** and the **Volunteer Home Visiting service**, both due to commence service delivery in April 2020, have required additional support.

In April, face-to-face delivery of the **Preparation for Parenthood** courses was put on hold whilst the Delivery Partner focussed on developing a digital offer that parents could access during lockdown. Their digital hub is now active, with resources and information for expectant parents available. The first course has now been delivered, with initial feedback from parents being very positive. The course is accessed remotely, with the Delivery Partner contacting parents weekly to discuss the course content and answer any questions. There is also a group session so that parents can be brought together virtually, thus providing invaluable networking opportunities for expectant parents. The ongoing challenge for the Delivery Partner is to gain referrals, as the programme was not

established nor widely known at the start of the pandemic. Work to address this is ongoing with Mid and South Essex Hospital Trust, including reviewing Data Sharing Agreements, etc.

At the start of the pandemic, **Home-Start Essex** who are commissioned to deliver a Volunteer Home Visiting Service, paused their volunteer training, which delayed commencement of service delivery. To support the project, the ABSS Crèche team were deployed to work with **Home-Start** and began to support a number of families through telephone support. As the lockdown restrictions eased, they were able to support families in outside spaces, enabling parents to have direct contact, if required. Again, the service has struggled to attract referrals for similar reasons as those mentioned above. Nationally, **Home-Start** are reporting that this picture is reflected in other areas where referrals have dropped significantly, whilst in other areas they have maintained their delivery provision. **Home-Start** are working with other ABSS Delivery Partners and statutory services to improve awareness of the service and referral rates.

Other key updates include **First and Foremost** and **Talking Transitions**. The Specialist Early Years Teachers delivered two online **WellComm Screen** training sessions to 26 practitioners from three separate settings.

The remaining projects continue to deliver well, and the ABSS Partnership Board receives regular reports and updates.

**Details of all ABSS programmes in delivery are attached for reference - see Appendix Three**

## **7 Programme Management Office**

The Business Support Team and Project Team continue to provide excellent support for the ABSS Programme.

### *Finances*

There has been some reduction in programme expenditure and associated TNLCF claims, due to the impact of the Coronavirus/COVID-19 pandemic on project costs and mobilisation of new projects and programmes.

**The 2020/21 Q2 Management Accounts is attached for reference - see Appendix Four**

Jeff Banks, Director, ABSS

24<sup>th</sup> November 2020

## **Appendix One - Case Study**

**ABSS Project:** Preparation for Parenthood

**Case Study Title:** Preparation for Parenthood Digital Package

**Case Study:** Expectant Parents May\* and Syed\*

**Delivery Partner:** HENRY

### **Background:**

May and Syed live in the Westborough ABSS ward and are expecting their first baby together in October 2020. Syed is from the Black, Asian and Minority Ethnic (known as BAME) community and this is his first baby. May has two teenage children from a previous relationship. May was informed about the Preparation for Parenthood programme by her Health Visitor and contacted via text.

May's pregnancy is complicated by gestational diabetes and hip dysplasia. This has meant that she has relied on her husband Syed for physical support, as well as emotional support.

### **Intervention:**

May was given access to the Digital Package resources (weekly letters, video and audio clips, activities and resources) via email. Each week, at a prearranged convenient time, May received 1-to-1 telephone calls from the Delivery Partner to discuss the weekly topic in more detail and incorporate the learning into May's lifestyle.

During the first call, May informed her that her husband Syed was present and was listening via speakerphone. He was very interested in joining in with digital package as this was his first child and he said that he was keen to learn as much as he could before baby arrived. Syed was invited to join the programme himself and asked him to complete a pre-questionnaire so that his insight to the programme could be assessed at the end.

Throughout the weeks, May and Syed joined in the sessions together via speakerphone, both giving their opinions and sharing their hopes and concerns. They were both eager to bond as much as they could with the baby before he is born and had started to use massage and talking as a way to bond. They are both aware of the benefits of bonding and attachment, and plan to use skin to skin as a way to increase that bond once baby is born. May was aware that certain recommendations around sleep and caring for your baby have changed since she had her last baby 13 years ago and was open and receptive to the new evidence-based information that she received.

### **Outcomes and Benefits:**

During the programme both have made changes to their diets and have looked at how they can make their lifestyles healthier, especially in light of May's gestational diabetes. Syed informed us that he has successfully given up smoking during the pregnancy as he was aware of the damage that it can cause the baby.

May joined the community Whatsapp group and has engaged well in conversation. Syed has grown in confidence over the weeks and is now very chatty and engaged, even appearing on the group video call with 4 other mothers.

The couple are keen to explore all the resources available to them and also asked if more information could be provided on subjects such as cluster breastfeeding and bathing the baby. We subsequently found videos from evidence-based websites for them and these have now been added to the relevant weekly information so that all parents can access them.

May intends to breastfeed her baby, as she did her older children and was signposted to ABSS's Bump-to-Breast for support before baby arrives. May has already been in contact with them and is looking forward to getting further support once she has had the baby.

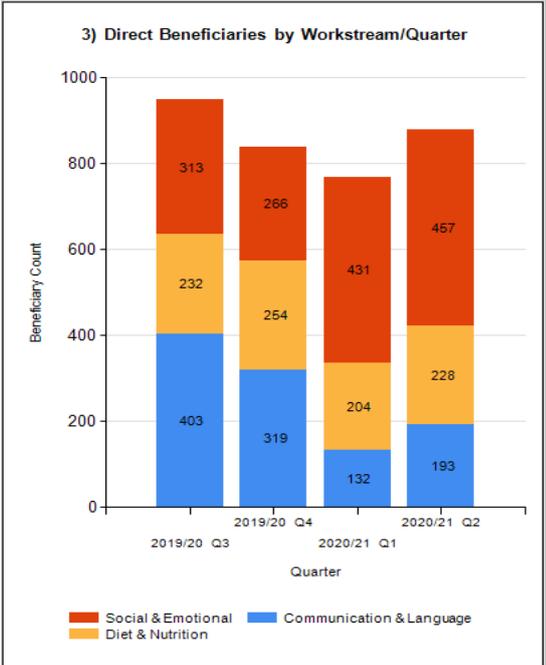
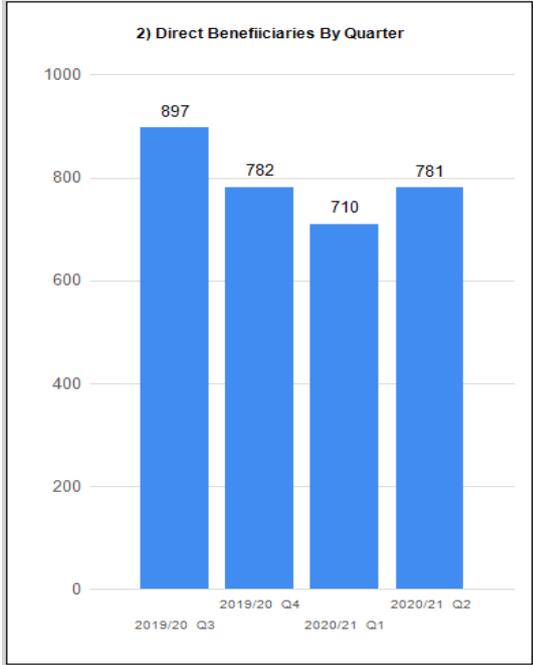
*\*all names have been changed*

**Appendix Two - Data Dashboard Extract**

During the 12-month reporting period 01.10.2019 to 30.09.2020 the ABSS Programme provided services to 34% of all eligible parents and children in ABSS wards, with almost half of all beneficiaries have been involved in more than one project.

Chart 2 below shows that quarter 2 of the current financial year has seen an upturn in the number of beneficiaries involved in projects which has returned to the level seen at the end of the 2019/20 year.

Activity in quarter 2 shows a growth in all three workstreams, as shown in chart 3, although the largest growth across the entire 12-month period is within the Social and Emotional workstream.



The location of project delivery has continued to shift from Children’s Centres to home delivery and other community locations throughout the year.

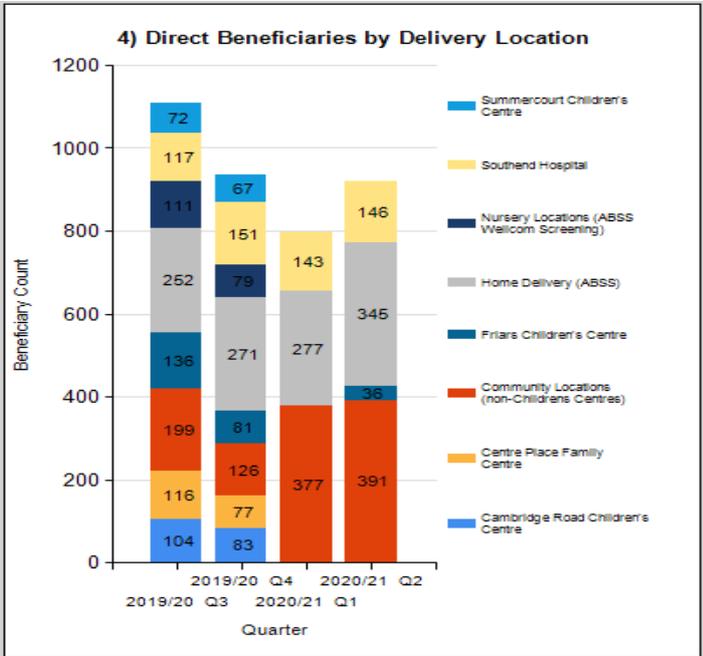
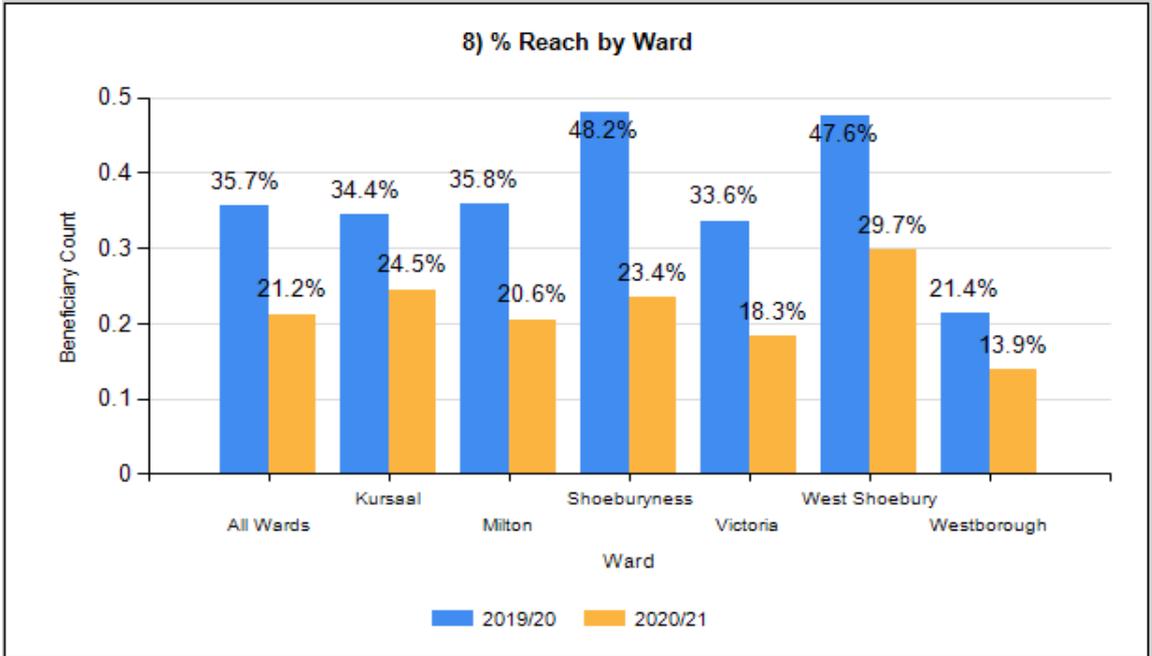
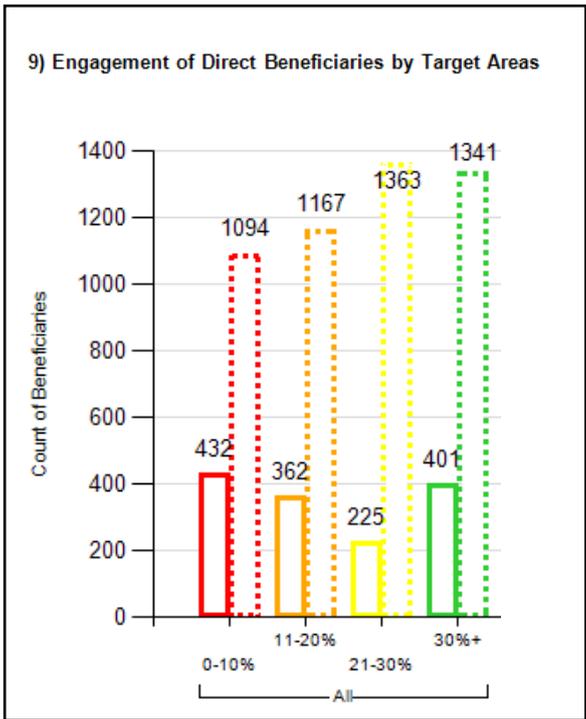


Chart 8 below shows reach for the current financial year (Quarters 1 & 2), compared to the whole of last year. Overall reach so far across all wards has exceeded half the level of last year. West Shoebury has seen the largest reach so far this year at nearly 30%. Although Westborough has the lowest reach (13.9%) this looks likely to exceed the level of the previous year.

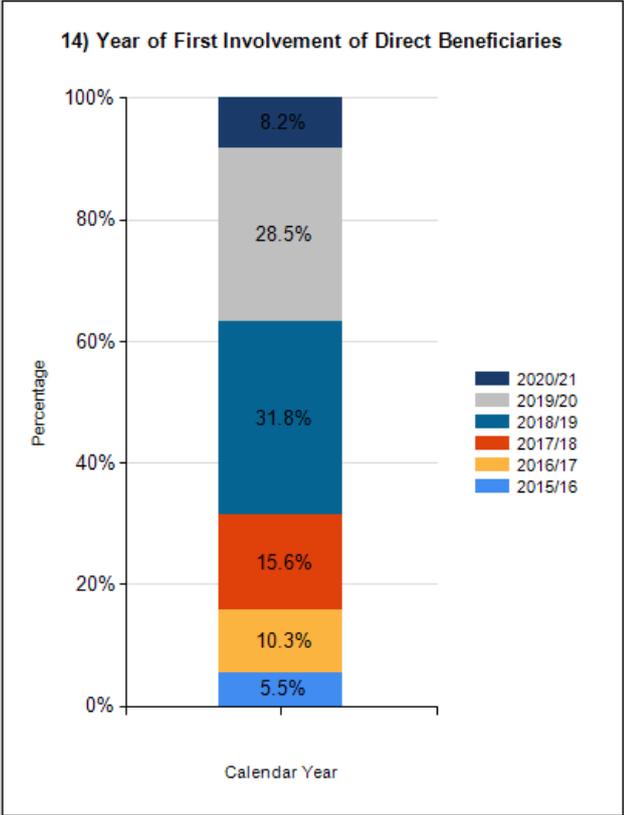


An extract from chart 9 below shows that the largest number of beneficiaries (432) are from areas with the highest level of deprivation (in the top 10% nationally) highlighting the focus of projects in these target areas.



The proportion of beneficiaries that have been involved in only one project has now fallen to 52% which means that almost half of all beneficiaries have been involved in more than one project. This indicates the families are being retained on the programme beyond their initial involvement.

Chart 14 below shows that 8.2% of all beneficiaries since the start of the programme have been recruited since April 2020, which is an encouraging outcome in view of the current climate. As the programme matures over the 10 years the percentage of new beneficiaries would naturally decrease for each subsequent year.



### Appendix Three - Project Names and Workstreams

Project Title	Work Stream	Delivery Status	Delivery Partner
121 Breastfeeding	D & N	In Delivery	MSE Hospital Trust (previously SUHFT)
Group Breastfeeding	D & N	In Delivery	YMCA
3 - 4 Month Contact	D & N	Service Design	SBC
HENRY	D & N	In Delivery	HENRY
Southend Supports Breastfeeding	D & N	In Delivery	SBC & EYA
Infant Feeding Supervisor Lead	D & N	Service Design	TBD
Maternal Healthy Weight	D & N	Service Design	TBD
Public Health Midwife	D & N	Service Design	TBD
The Food and Growing Project	D & N	In Delivery	Family Action
Starting Solids Workshop			
Food 4 Life			
Family Nurse Partnership	S & E	In Delivery	EPUT
Perinatal Mental Health	S & E	In Delivery	EPUT
EPEC (Being a Parent)	S & E	Project Closed	SLAM
EPEC (Baby and Us)	S & E		SLAM
FSW SCN	S & E	In Delivery	SBC & EYA
Your Family	S & E	Service Design	TBD
Preparation for Parenthood	S & E	In Delivery	HENRY
EPEC Coordinator	S & E	Closed	PACEY
Volunteer Home Visiting Service	S & E	In Delivery	Home Start
Let's Talk	C & L	In Delivery	EPUT
23 Month Screening	C & L		
Attention ABS	C & L		
Chatting Children	C & L		
Follow Up Sessions	C & L		
Project Home and Early Years Setting	C & L		
Babbling Babies	C & L		
Little Listeners	C & L		
Super Sounds	C & L		
Talking Tiddlers	C & L		
Talking Toddlers	C & L		
Talking Walk Ins	C & L		
Wellcomm Screening	C & L		
Talking Transitions	C & L	In Delivery	EYA

<b>Engagement</b>	CR	In Delivery	SAVS
<b>Engagement Fund</b>	CR	In Delivery	SAVS
<b>Community, Ideas and Development Fund</b>	CR	In Delivery	SAVS
<b>RIIF Story Sacks</b>	CR	Service Design	SAVS
<b>RIIF Umbilical Chords</b>	CR	Service Design	YMCA
<b>Coproduction Champion</b>	CR	In Delivery	SAVS, EYA, SBC
<b>ABSS Parent, Family and Community Hub</b>	CR	Service Design	ABSS/SAVS
<b>Work Skills</b>	CR	In Delivery	SBC
<b>Community Vehicle</b>	CR	Paused	TBD
<b>Welcome to the UK</b>	SC	In Delivery	Welcome to the UK
<b>Data Input - ESTART</b>	SC	In Delivery	Family Action
<b>First and Foremost</b>	SC	In Delivery	EYA
<b>The Dartington Service Design (0-19 mapping)</b>	SC	In Delivery	Dartington
<b>SBC Data Analysis</b>	SC	In Delivery	SBC
<b>Joint Paediatric Clinic</b>	SC	Paused	Southend CCG
<b>Programme Evaluation Partnership</b>	SC	In Delivery	UofE
<b>Information Governance Specialist Consultant</b>	SC	In Delivery	K8 Data Protection Consultant

## Appendix Four - Q2 20/21 Management Accounts

Summary Management Accounts - Confidential  
 Period: QUARTER TWO 2020-21

Period: APRIL to SEPTEMBER 2020

	Actual	Budget	Variance (adverse) or favourable
	£	£	£
<b>INCOME</b>			
REVENUE FUNDING RECEIVED FROM BIG LOTTERY FUND	1,285,000	2,117,000	(832,000)
CAPITAL FUNDING RECEIVED FROM BIG LOTTERY FUND	-	-	-
LEVERAGED INCOME	-	-	-
<b>TOTAL INCOME</b>	<b>1,285,000</b>	<b>2,117,000</b>	<b>(832,000)</b>
<b>EXPENDITURE</b>			
<b>PROJECTS</b>			
SOCIAL AND EMOTIONAL	333,000	506,000	173,000
COMMUNICATION AND LANGUAGE	127,000	223,000	96,000
DIET AND NUTRITION	197,000	358,000	161,000
SYSTEM CHANGE	111,000	239,000	128,000
COMMUNITY RESILIENCE	187,000	228,000	41,000
SUSTAINABILITY AND LEGACY PLAN		37,000	37,000
CRECHE SERVICES	39,000	44,000	5,000
MONITORING & EVALUATION	-	-	-
<b>PROJECT EXPENDITURE</b>	<b>994,000</b>	<b>1,635,000</b>	<b>641,000</b>
SALARIES AND SECONDMENTS	328,000	346,000	18,000
OTHER PMO COSTS	118,000	135,000	17,000
<b>PROGRAMME MANAGEMENT EXPENDITURE</b>	<b>446,000</b>	<b>481,000</b>	<b>35,000</b>
<b>TOTAL REVENUE EXPENDITURE</b>	<b>1,440,000</b>	<b>2,116,000</b>	<b>676,000</b>
CAPITAL EXPENDITURE	-	-	-
LEVERAGED COSTS	-	-	-
<b>TOTAL EXPENDITURE</b>	<b>1,440,000</b>	<b>2,116,000</b>	<b>676,000</b>
<b>NET FUNDING IN ADVANCE/(OWED)</b>	<b>(155,000)</b>	<b>1,000</b>	<b>(156,000)</b>
<b>CUMULATIVE FIGURES FROM START UP TO DATE</b>	<b>£</b>		
<b>INCOME</b>	<b>14,508,000</b>		
PROJECT EXPENDITURE	7,624,000		
PROGRAMME MANAGEMENT EXPENDITURE	5,613,000		
CAPITAL EXPENDITURE	542,000		
LEVERAGED	342,000		
<b>TOTAL EXPENDITURE</b>	<b>14,121,000</b>		
<b>NET FUNDING IN ADVANCE/(OWED)</b>	<b>387,000</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)*