

Southend Health and Wellbeing Board

Report by

Alex Khaldi, Independent Chair, A Better Start Southend

to

Health & Wellbeing Board on 12th December 2023

Report prepared by:

Nia Thomas, 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 content of the report and raise questions or comments with Alex Khaldi, Independent Chair of A Better Start Southend (ABSS).
2. Note the distinct work related to
 - a. Now: continued delivery of projects
 - b. Next: preparation for contract and grant end, and legacy initiatives
 - c. Beyond '25: discussions regarding project and service sustainability

3 Governance

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

- Early Years Alliance (EYA)
- Southend City Council (SCC)
- Essex Police
- Mid and South Essex NHS Foundation Trust (MSENFNT)
- Essex Partnership University NHS Foundation Trust (EPUT)
- Mid and South Essex Integrated Care Board
- University of Essex
- Southend Association of Voluntary Services (SAVS)
- City Family Community Interest Company

As a reminder, the ABSS Programme Governance structure comprises the following Groups:

- Partnership Board - Chair, Alex Khaldi, ABSS
- Executive Consultative Board - Chair, Alex Khaldi, ABSS
- Programme Group - Chair, Krishna Ramkhelawon, SCC
- Insight and Analysis Group - Chair, Michael Freeston, EYA
- Finance and Risk Group - Chair, Paul Grout, SCC
- Parents' Group - Rolling Parent Champion Chairs
- YourFamily Partnership Group - Chair, Emma Hawker, Parent Champion.

All ABSS governance meetings continue to take place regularly and are aligned to the governance schedule, to aid with oversight and scrutiny of ABSS Programme activity.

All committees and groups include the active participation of engaged parents, with Terms of Reference stating that no meeting is quorate unless there is parent and Partner presence at each forum.

The National Lottery Community Fund (TNLCF)

In October, ABSS submitted Quarter 2 reporting to TNLCF, which was followed by the Quarterly Review meeting. During the meeting, updates were provided on the Local Evaluation work, as well as celebrating many successes across the Programme. These included the reach of Talking Transitions, the launch of the new Antenatal Programme, six successful Community Innovation and Development (CID) fund applications and the launch of the Breastfeeding Stories book

4 ABSS Legacy and Sustainability

The Programme is now in its final 15 months and legacy and sustainability activities are progressing at pace.

Workforce Development Programme

The Workforce Development Programme has both an internal team focus and an external focus for Early Years Professionals. The internal focus is ensuring team members are able to deliver their current roles based on the most up to date professional knowledge and skills, and preparing them for their future careers beyond ABSS.

The external programme is focused on upskilling early years and external professionals to deliver both for now and to take forward ABSS good practice into the future. ABSS intends to work closely with SAVS in diarising training to provide a complementary learning timetable to SAVS, ensuring that delivery partners and Early Years Professionals are signposted to the right training, duplication is avoided and training budgets are maximised.

A Learning Events Working Group, linked to the Insights and Analysis Group, is working with partners including the University of Essex and SAVS to develop a programme of events, with the first event, a workshop on *Strengths-Based Practice: Empowering Southend's Families* having taken place on 29th November. This workshop, aimed at practitioners working directly with families, was facilitated by a University of Essex staff member and included contributions from two practitioners working in Southend, talking about their experiences of strengths-based working.

A programme of online *Lunch and Learn* sessions is also being planned, with sessions aimed at a range of different professionals, practitioners and, where relevant, community members, covering a range of different topics.

City Family Community Interest Company

City Family is now fully established, and the leadership and administrative support has transferred from ABSS to City Family. The ABSS Creche also transferred on the 1st November. Work is ongoing to facilitate the transfer of YourFamily and Talking Transitions by early 2024.

5 Research and evidence

Research, Evaluation and Impact Team

As ABSS moves into its later stages, the Research, Evaluation and Impact (REI) team are looking at what ABSS needs from evaluation and reporting, and how we can share impact and findings, including working with the University of Essex to identify the best way to use their capabilities to support ABSS's needs.

The REI team coordinates two working groups, alongside ABSS partners:

- The Data Legacy Working Group – a sub-group of the IAG, which focuses on questions around continuing need for, use of and access to data and evidence until March 2025 and beyond.
- The Learning Events Working Group – planning a series of learning events aimed at different audiences, to share ideas, approaches and learning from ABSS.

Programme Evaluation Partnership

The University of Essex Research team has continued their Formative Evaluation reporting through qualitative interviews with beneficiaries and project partners. They have developed a Summary Report Template integrating data sources (dashboard, interviews, surveys, KPIs) for comprehensive project analysis. The template will be implemented with nine projects in the current reporting cycle. The team has joined ABSS working groups, specifically the Learning Events and Data and Legacy groups. Additionally, a research paper co-authored with ABSS colleagues on organisational challenges and community resilience during COVID-19 is under peer review, with anticipated outcomes by the end of 2023.

Independent Programme-wide Summative Evaluation

The second phase of the Summative Evaluation has been completed, with a full report and summary version produced. The reports are being shared with project teams and partners, and plans for wider public dissemination, including parents, are underway. Planning for the third and final phase of the evaluation is commencing, with considerations for methods and instruments to be used, incorporating lessons learned from the first two phases, and addressing any emerging areas of focus.

Data Analysis and Insights

The Operational Performance and Information team at Southend City Council has developed an EYFSP analysis tool enabling a detailed examination of 2022 and 2023 outcomes. This will feed in to project delivery and enhancement over the next 15 months

Please see Appendix One – ABSS Partnership Board Programme Activity Summary for further data information

6 Programme Activity and Reach

The number of beneficiaries engaging with the ABSS programme continues to increase overall. Between 1st April 2015 and 30th September 2023, a total of 6,977 unique primary beneficiaries engaged with the programme (from 5,833 by 30th September 2022). For the 12 months to 30th September 2023, 50.1% of those eligible to take part in ABSS activities had done so, which was a rise on 49.7% reach in the 12 months to 30th September 2022. Comparisons with patterns from 12 months ago show a mix of rise and falls, with an overall picture of a small rise in engagement and reach continuing a trend of a flattening-off of the dramatic increases in engagement seen over recent years.

12 months to 30 th September 2023		
Description	Amount	12-month comparison
Unique primary beneficiaries	2,210	2,190 (up 20)
Reach among eligible people	50.1%	49.7% (up 0.4 percentage points)
New beneficiaries	1,144	1,124 (up 20)
Taking part in more than 1 project	42.9%	40.4% (up 2.5 percentage points)
Highest reach ward – Shoeburyness	63.7%	68.6% (down 4.9 percentage points)
Lowest reach ward – Westborough	38.1%	42.8 % (down 4.7 percentage points)
Reach in highest deprivation (0-10% IMD)	52.5%	48.1% (up 4.4 percentage points)

YourFamily

Currently, the YourFamily community has a membership of 1,222 families, actively engaging in programmes designed to foster child development, health, and safety awareness. These initiatives aim to empower families to provide the optimal start for their children. Noteworthy collaborations, such as the partnership with the One Love Project for a new baby bank, have been established. Ongoing discussions with Storehouse are exploring the potential for a Toddler Group and another baby bank to address challenges stemming from the Cost-of-Living crisis.

The team has recently implemented the Inform2 system to document their interactions with families, with plans underway to transfer all existing YourFamily records onto this platform. Simultaneously, progress continues on developing the data dashboard. Responding to changes in the Southend Threshold Document and the introduction of the Southend Early Help Framework, adjustments have been made to the process for professionals introducing families to YourFamily.

YourFamily remains dedicated to delivering a universal programme across Southend, extending its capacity to offer Level 2 Early Help in collaboration with other agencies to optimise outcomes for children and families. To date, 24 potential volunteers have expressed interest in working with YourFamily, and the recent Dad's Health Matters event marked the completion of the first YourFamily volunteering hours—a positive stride toward enhancing the reach and impact of the programme.

7 Programme Delivery

iHV Healthy Weight – Healthy Nutrition Ambassador Training: A comprehensive mapping exercise has been initiated to thoroughly review all services in the 0-5 Diet and Nutrition space in Southend. As part of this process, the Healthy Weight, Healthy Nutrition (HWHN) Ambassador Training has been identified and 20 professionals from across health visiting, health improvement, YourFamily, City Family's Little Explorers Creche, and Family Centre staff will be offered places.

3-4 Month Health Visitor Contact: In Quarter 2, a total of 138 families were visited, with only 5 introducing solids before the recommended 6 months. Families opting for early introduction received guidance from a specialist dietitian or paediatrician. Following discussions by Health Visitors there is consideration for adding a new prompt card depicting the sugar content in baby food, including pouches.

Southend Supports Breastfeeding Scheme: The SSB Steering Group recently facilitated a consultative workshop to shape the Scheme's course, implementation, and continuity. Discussions focussed on system change, education, and inclusivity. Following the review, the SSB strategy will be refreshed, objectives refined, and clear priorities established

Perinatal Mental Health Service: The surge in demand for PMH services nationally is reflected in Southend, with the ABSS PMH Team experiencing a substantial increase in caseload over recent years. Additional funding has been allocated to manage waiting lists in this service. Future service sustainability is being discussed by ABSS and EPUT with potential funders.

Independent Domestic Violence Advocate: A video is in development aimed at Southend Professionals, in partnership with Safe Steps (EY IDVA), YourFamily and Southend Family Centres, to facilitate the recognition of domestic abuse, highlight its effects on children, and showcase the available local support, thus enhancing and upskills the broader workforce.

Family Nurse Partnership: There will be a disinvestment from FNP and reinvestment into SCCs Little Steps Health Visiting Service. Collaborative efforts are underway to facilitate the smooth and secure transition of clients to Little Steps. The goal is to conclude the service closure by 31st July 2024, in line with Department of Health licencing conditions.

Community Innovations and Development fund updates: four additional CID fund applications have gained approval:

- Yoga 4 All, ante-natal and post-natal yoga;
- One Love cooking-on-a-budget sessions;
- Ironworks stay-and-play sessions;
- City Family's Dad Connect conducting research into needs of fathers facing multiple disadvantages.

Antenatal Programme: A revised antenatal programme is now available to families in Southend, jointly facilitated by YourFamily and Family Centres, held three evenings a week with one session led by a midwife. a feature appreciated by participating parents. Starting in April '24, the programme will be available four times a week, with plans to expand to five sessions per week from September.

Early Maths Matters Programme: As a result of the early years foundation stage profile showing that fewer children reached a good level of development in maths last year, this is a programme providing workshops for parents to learn about early maths while their children are cared for by the City Family Little Explorers Creche Team.

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

8 Parent and Family Information and Events

The communication and language webpage has been launched and an ABSS website refresh is planned, with legacy in mind. This is a priority that involves collaboration across ABSS, parents and delivery partners.

The Southend Supports Breastfeeding landing page is now live, with further developments underway. This phase involves consultation for an interactive map, sign-up processes, resources, FAQs, and the establishment of social media platforms.

The Communications and Marketing Team are planning the events schedule for 2024 and working on the production of a suite of videos, which will form part of ABSS' legacy.

9 Reasons for Recommendations

ABSS Governance have reviewed and approved activities at the appropriate level. The Health and Wellbeing Board are asked to:

1. Note the contents of the report and raise opportunities with Nia Thomas, ABSS Director or Alex Khaldi, Independent Chair of A Better Start Southend (ABSS).
2. Note the distinct work related to
 - a. Now: continued delivery of projects
 - b. Next: preparation for contract and grant end, and legacy initiatives
 - c. Beyond '25: discussions regarding project and service sustainability

10 Financial / Resource Implications

A Commissioning Summit is planned for 10th January 2024, to which potential future funders are invited, including Integrated Care System and SCC colleagues. This summit will present national, local and system priorities alongside commissioned ABSS projects, to begin the conversation to determine the funding commitment of future service and thereby securing the sustainability of projects.

11 Legal Implications

There are no legal implications for this report.

12 Equality & Diversity

There are no equality and diversity implications for this report.

13 Appendices

Appendix One – ABSS Partnership Board Programme Activity Summary
Appendix Two - ABSS Project Names and Workstreams

Nia Thomas, Director, ABSS

12th December 2023

Appendix One – ABSS Partnership Board Programme Activity Summary

Produced by the Operational Performance and Intelligence Team

16/11/2023

This short extract is based on the ABSS Programme Activity Dashboard for the period ending **31-Oct-2023**.

For further details please click the following link to view the full dashboard:

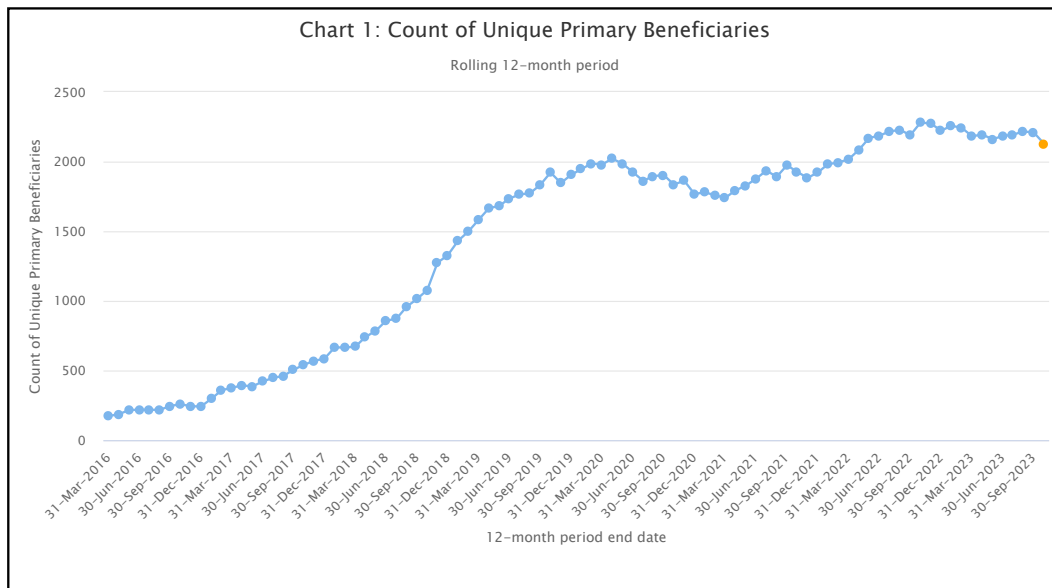
https://sbcddata.shinyapps.io/ABSS_Programme_Activity/

(https://sbcddata.shinyapps.io/ABSS_Programme_Activity/).

Section 1 - Programme Reach

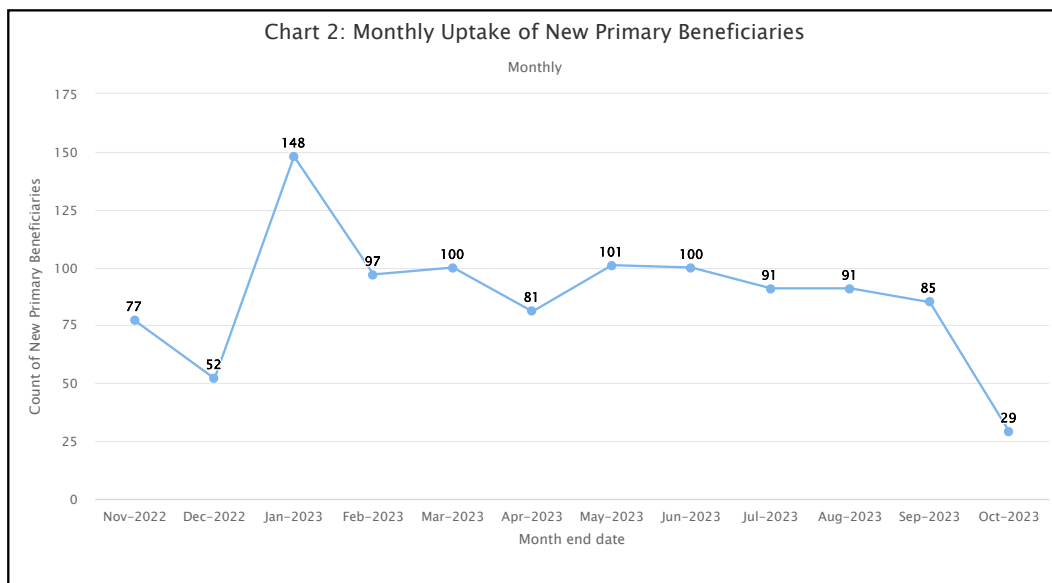
The total number of beneficiaries of the A Better Start Southend programme since April 2015 is now **7006**, which has risen from **6977** at the end of the previous month.

As chart 1 below shows, reach has continued to grow during the life of the programme and the total number of beneficiaries of A Better Start in the past 12 months was **2129**. This represents **48.3%** of all potential beneficiaries and is among the highest proportions achieved since the start of the programme. There has been an upwards trend in reach since March 2021 indicating a recovery from the effects of Covid, although there has been no short-term growth since October 2022.



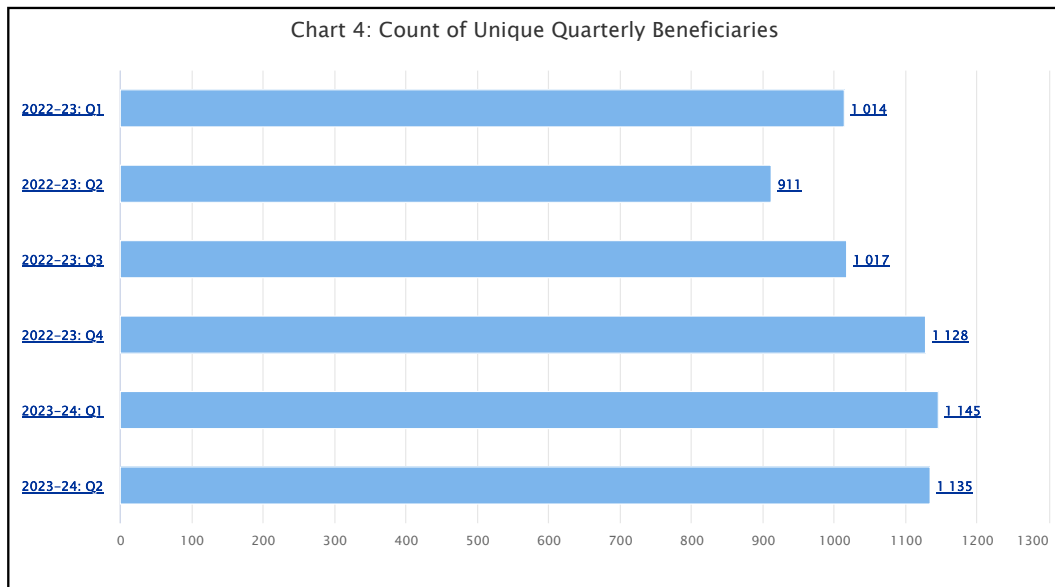
Section 2 - New Primary Beneficiaries

Chart 2 shows that new families continue to be introduced to the programme each month and the number of new beneficiaries shows a peak at the start of the new calendar year.

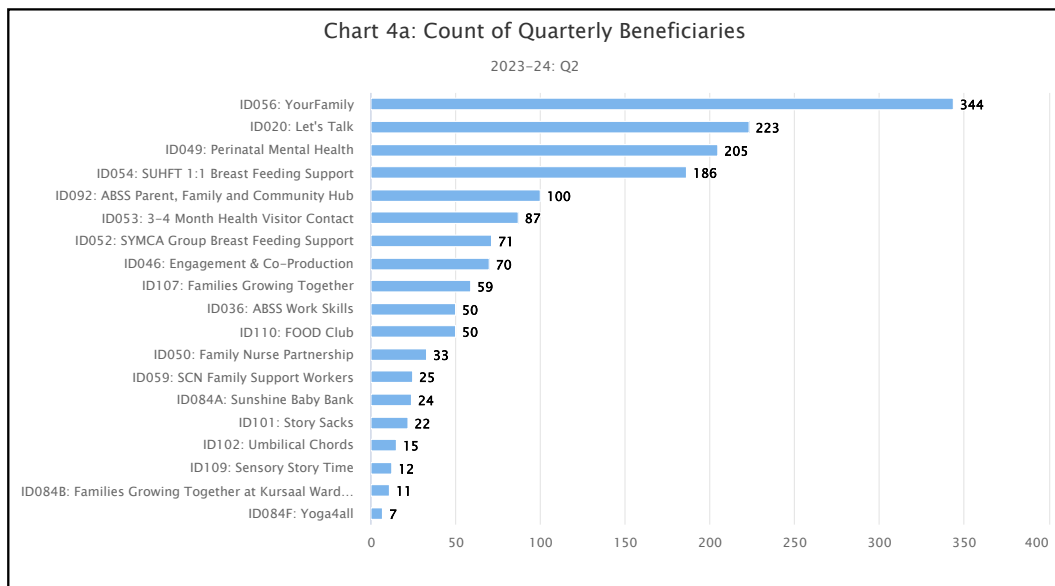


Section 3 - Project Delivery

As Chart 4 from the Programme Activity Dashboard shows below, activity in quarters 1 (Apr - Jun) and 2 (Jul - Sep) of 2023-2024 has been higher in comparison to those quarters in the previous year.



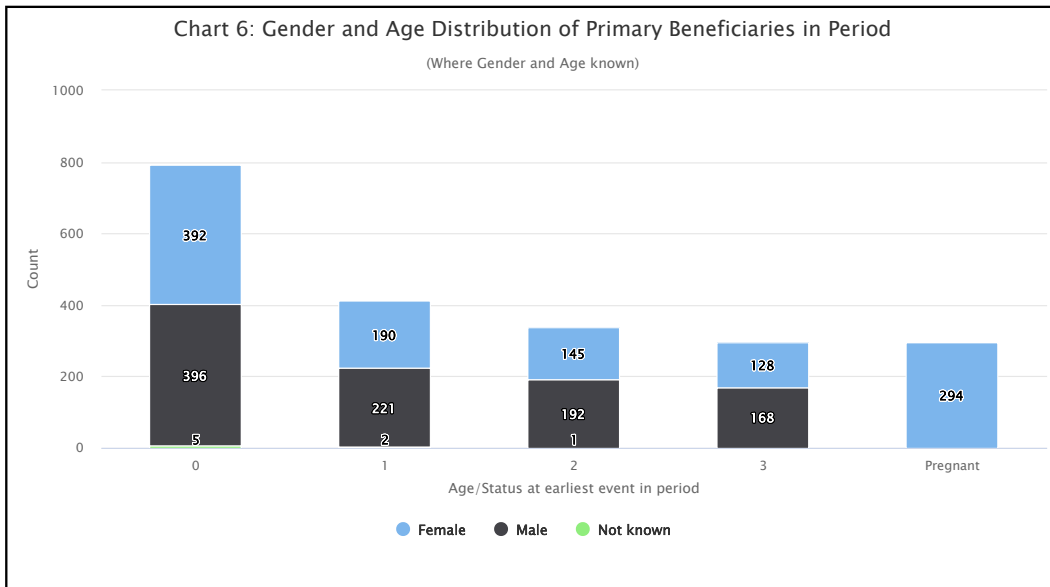
Quarter 2 of 2023-24 is displayed in Chart 4a at project level, showing the relative reach of each project in terms of numbers of primary beneficiaries. Note that the YourFamily project, which went live in April 2022, has shown significant growth and is now reporting the largest number of primary beneficiaries of all projects.



Section 4 - Age and Gender

Chart 6 extracted from the Programme Activity Dashboard below shows that there is a fairly even distribution of male and female beneficiaries and that there is an emphasis on engaging children from the earliest stage in their lives (i.e. age 0).

The number of pregnant primary beneficiaries that participated in the past 12 months has increased from 283 for the equivalent 12-month period ending one year ago.

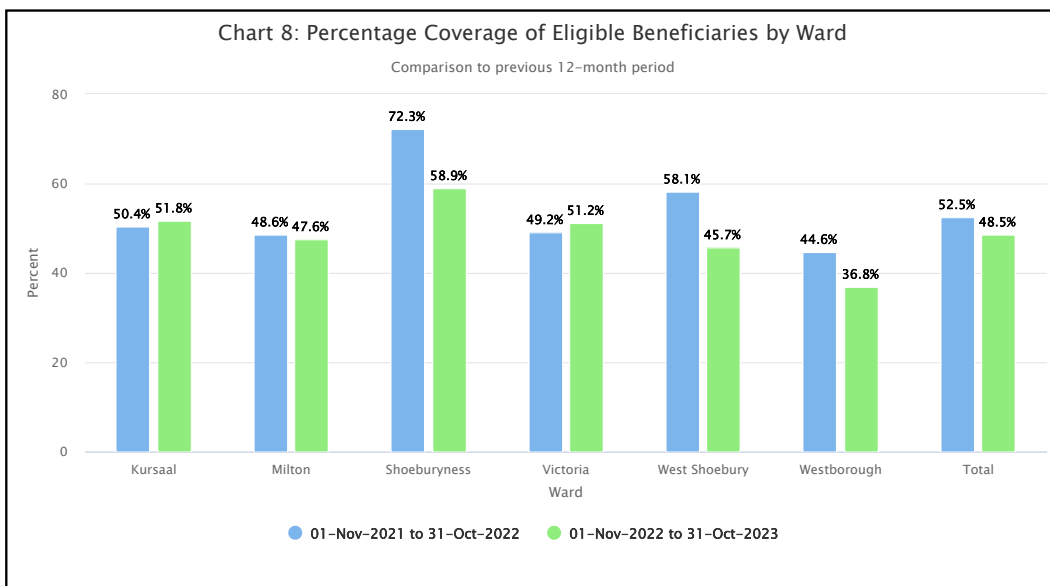


Section 5 - Delivery by Ward

Chart 8 extracted from the Programme Activity Dashboard shows a comparison of the percentage of eligible primary beneficiaries that have participated in an ABSS project during the past 12 months compared to the previous 12-month period. Over the combined ABSS wards (see the far right-hand bars) this percentage has decreased and this is also the case for several of the individual wards.

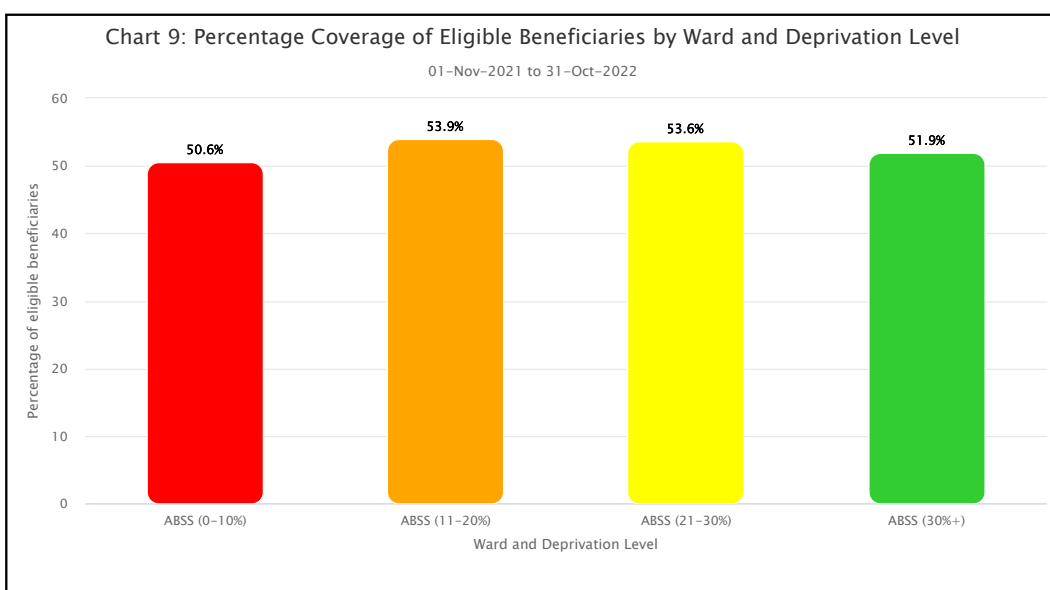
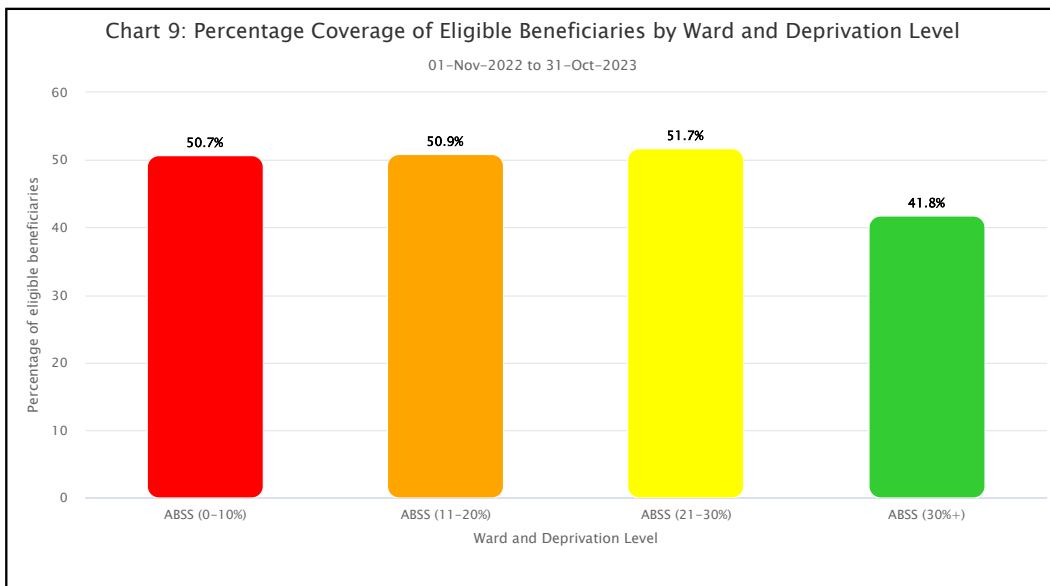
Reach within the Kursaal, Shoeburyness and Victoria wards all equal or exceed the average reach across the entire ABSS wards and reach in Milton, West Shoebury and Westborough is below the overall average.

The difference in reach between the wards with the highest (Shoeburyness) and lowest (Westborough) reach is **22.1** percentage points.



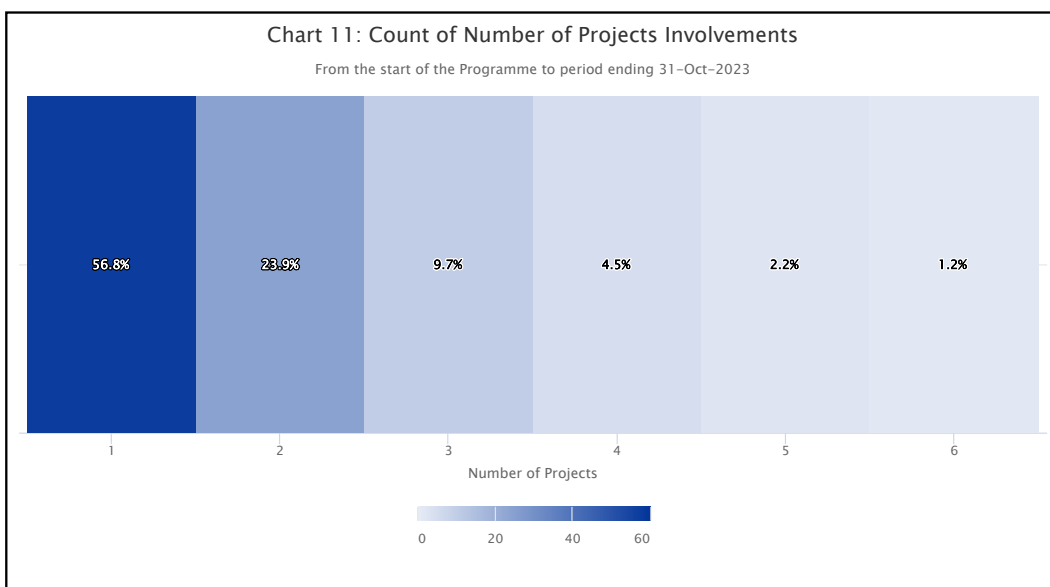
Section 6 - Delivery by Deprivation Level

The two charts below are partial extracts from the Programme Activity Dashboard and show a comparison of percentage delivery to all eligible beneficiaries for the current and previous 12-month delivery periods, by deprivation deciles. The top chart shows the most recent 12-month period and displays a slightly higher level of reach in the 21-30% (the third decile, yellow bar) most deprived areas.



Section 7 - Participation in Multiple Projects

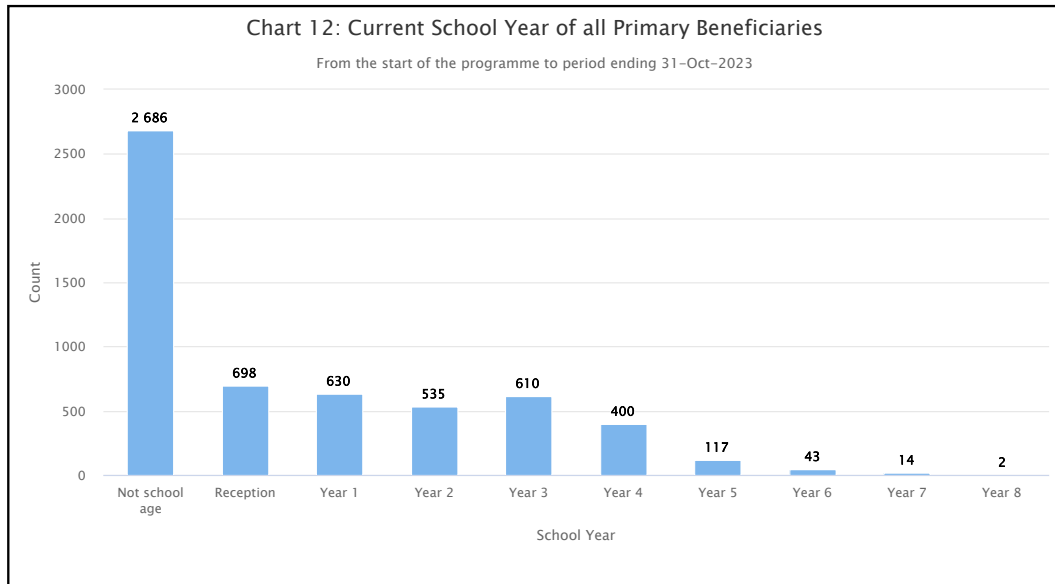
This chart shows the percentage of beneficiaries that have been involved in multiple projects over the course of the programme. For example, **43.2%** of all beneficiaries have been involved in more than one project, which demonstrates a good linkage between projects and retention of beneficiaries.



Section 8 - Current School Year of Primary Beneficiaries

This final chart shows the current school year of all current and past primary beneficiaries. This is helpful when considering that a number of outcome measures reported to the National Lottery Community Fund are age-related. For example, the Early Years Foundation Stage Profile (EYFSP) and one of the National School Measurement Programme (NCMP) measures are taken during the reception year. The ability of A Better Start to improve these population-level outcomes is dependent on a significant proportion of those children being reached by the ABSS Programme.

For further details of outcome measures please click the following link to view the full dashboard: https://sbcdata.shinyapps.io/ABSS_COF_Tool/ (https://sbcdata.shinyapps.io/ABSS_COF_Tool/).



End of document.

Appendix Two - ABSS Project Names and Workstreams

Project ID	Project Title	Delivery Partner	Project Overview	Delivery Status
ID020	Let's Talk	EPUT	Let's Talk aims to reduce the demand for statutory speech and language services by providing a universal preventative speech and language pathway/offer for children aged between 0 and 4. It delivers a model of best practice whereby all agencies work together to help resolve the underlying issues causing language delay, early opportunities for development through play, quality language-promoting environments and quality support.	In Delivery
ID036	Work Skills	SCC	Work that focuses on those activities related to: skills, enterprise, employment and wider economic development that can actively contribute to the realisation of ABS objectives for Southend.	In Delivery
ID040	Creche	City Family CIC	Outsourced direct delivery. The creche service functions as a vital support system by eliminating childcare obstacles that might otherwise impede parents or caregivers from accessing opportunities beneficial to their families or enhancing their overall quality of life. For instance, parents participating in Work Skills sessions, with the goal of re-entering the workforce or securing better-paying positions, depend on the complimentary childcare provided by the creche to enable their attendance at these training sessions.	In Delivery
ID046	Engagement	SAVS	The purpose of the Engagement contract is to involve parents in ABSS wards through a co-production model, empowering them to contribute to systemic changes that enhance the well-being of families with children aged 0-4 years.	In Delivery
ID049	Specialist Health Visitors for Perinatal Mental Health	EPUT	The service aims to address the mental health needs of women and their families in the perinatal period, with particular focus on early intervention, prevention of mental health difficulties, and the promotion of positive relationships between parents and their infants.	In Delivery
ID050	Family Nurse Partnership	EPUT	Family Nurse Partnership (FNP) is a voluntary intensive home visiting programme for first time young mums. FNP ADAPT is part of an initiative by the FNP National Unit to improve the FNP programme in England. In September 2023, it was agreed to disinvest in the Family Nurse Partnership (FNP) project and reinvest in the Southend City Council (SCC) Little Steps programme. This transfer and transition process will involve a gradual closure to ensure sufficient support for parents, in line with the national process for service close-down.	In Delivery
ID052	Group Breastfeeding	SYMCA	This project primarily seeks to offer support to all mothers interested in breastfeeding. This includes those who engage in the group during the antenatal period to address pre-birth inquiries, new mothers seeking postnatal support and encouragement, as well as mothers who have recently started breastfeeding after previously not considering it as an option. The group places special emphasis on supporting mothers who choose to breastfeed beyond the six-month mark.	In Delivery
ID053	3 - 4 Month Contact	SCC	The 3-4 Month Health Visitor Contact seeks to enhance the likelihood of children entering Reception with a healthy weight. This will be accomplished by enhancing parental awareness regarding the timely and suitable introduction of solid foods, appropriate portion sizes, and increased engagement in support related to diet and nutrition. The project aims to bolster the sustained practice of breastfeeding, exclusively up to the child's sixth month, and thereafter, throughout the first year until the mother decides to discontinue.	In Delivery

ID054	121 Breastfeeding	MSE Hospital Trust	The objective is to provide individualised breastfeeding support to mothers and expectant mothers during the initial 6 weeks following birth, focusing on four ABSS wards. This approach ensures the delivery of effective and consistent assistance to families, fostering positive parent-child relationships. This service is provided by Breastfeeding support workers, from Southend Hospital. Support is offered on the maternity ward and in the mother's home.	In Delivery
ID056	YourFamily	ABSS	YourFamily serves as a welcoming local community where families come together for mutual support, access expertise from experienced teams on childbearing and parenting, and discover the full range of opportunities available in Southend. Recognising the inherent strengths within all families, YourFamily acknowledges that some may require additional support at various stages of their parenting journey. Through a collaboration between Southend parents, community groups, A Better Start Southend, and Southend-on-Sea City Council, YourFamily is a co-produced programme that aims to provide timely assistance and advice to prevent families from reaching crisis points. Functioning as a facilitator of change, YourFamily works alongside families as they articulate their goals, whether it's enhancing their children's well-being or contributing their knowledge, skills, and experiences to the community as volunteers.	In Delivery
ID059	Peer Support Workers for Social and Communication Needs	EYA	The Peer Support Workers for Social Communication Needs project offers assistance to families residing in the ABSS areas with a child currently on the Multidisciplinary Assessment waiting list or exhibiting concerns related to development in at least two of the following areas: communication, interaction, and imaginative play.	In Delivery
ID064	Engagement Fund	SAVS	This fund supports ABSS parent champions in evaluating small projects that can make a positive impact within their communities.	In Delivery
ID078	SCC Data Analysis	SCC	Comprehensive project management and business analyst support to support the implementation of the integrated single CRM (Customer Relationship Management) system on behalf of ABSS (A Better Start Southend) and SCC (Southend-on-Sea City Council). The resources will facilitate the delivery of Inform 2 and connected systems.	In Delivery
ID081	Welcome to the UK	Welcome to the UK	"Welcome to the UK" offers free English language lessons to individuals for whom English is a second language and supports people newly arrived in the UK to understand and access services available to them. ABSS (A Better Start Southend) contributes to this service by providing a creche service during Friendship Fridays as an in-kind offering. From 2023, ABSS have funded Welcome to the UK to extend this Friday group to more families. This ensures a secure environment for children under 4 years old while their parents attend English lessons.	In Delivery

ID082	WellComm Screening	ABSS	<p>This initiative, developed in collaboration with the Let's Talk Speech and Language Therapy offer, actively involves and ensures early years providers working with our youngest children are encouraged to:</p> <ul style="list-style-type: none"> - Enhance their comprehension of the pivotal role they play in fostering and expanding young children's language development. - Provide improved support to parents and carers, helping them grasp the crucial role they play in their child's language development. - Disseminate essential information to parents and carers regarding children's speech, language, and communication development. - Direct parents and carers to the Let's Talk Speech and Language Therapy team and the array of speech, language, and communication courses and support services available to them. - Enhance the precision of their referrals into Speech and Language Therapy (S&LT) services. 	In Delivery
ID084	CID Fund (Process and applications)	ABSS	<p>This fund is in place to support community groups, individuals and small organisations, who have a great idea about how to improve lives for Southend's young children and their families, assisting them to put their creative ideas into practice. Community groups can get in touch with ABSS PMO to meet to discuss the fund and its aims; complete a one-stage project proposal (including a budget) alongside due diligence considerations and upon receipt of approval through ABSS processes, organisations can access funds and support for putting their plans into action.</p> <p>Sunshine Baby Bank - a family hub for families in the Westborough Ward to offer community support packaged within a professionally led playgroup for early years children planned for by an Educational Psychologist with a specialism in the Early Years.</p> <p>Families Growing Together - Delivery of the Families Growing Together project in the outdoor area at the Centre Place Family Centre in the outdoor area at the Kursaal estate for ABSS families</p> <p>Welcome to the UK Cost of Living & Talking Heads - Welcome to the UK has increased funding to support more attendees with improved facilities and healthy refreshments. The project is creating thirty videos in five languages, in collaboration with ABSS Specialist Early Years Teachers, covering speech, language, communication development, the Healthy Start scheme, and ABSS projects.</p> <p>The One Love Project - to encourage self-sufficiency amongst our visitors in terms of cooking, knowing how to budget and the additional services they can access to support a healthy sustainable lifestyle.</p> <p>The Iron Works Mini's club - provides sensory-led sessions for children aged 0-4, promoting creative exploration, sensory engagement, and early development of communication and problem-solving skills.</p> <p>Yoga4All - weekly yoga sessions supporting parents and young families within ABSS wards, particularly supporting physical and mental health for pregnant mums; mums and new babies and parents with toddlers.</p> <p>Dad's Connect – Dad's Connect by ABSS and City Family CIC engages disadvantaged early years fathers, addressing challenges like poverty, housing, employment, mental and physical health, separation, and infant loss.</p>	In Delivery

ID088	Infant Feeding Supervisor Lead	SCC	<p>The Infant Feeding Supervisor Lead:</p> <ul style="list-style-type: none"> - Facilitates the seamless integration of services within the diet and nutrition work stream and broader partnerships. Serves as a liaison between ABSS, Specialist Feeding Advisors, and Public Health to promote positive feeding practices in both health and community settings. Collaborates with Health Visitors/Health Visitors Assistants, the wider community, and partners to ensure the implementation of evidence-based resources for introducing solids and promoting healthy eating in children aged 0-4 years. - Coordinates and bolsters the UNICEF Baby Friendly accreditation process beyond statutory services, extending to the wider children's partnership, including Voluntary Sector Organizations and Family Centres. - Drives the development and implementation of breastfeeding support and education initiatives for the broader Southend workforce, providing professional supervision to non-statutory services. 	In Delivery
ID090	Programme Evaluation Partnership	UoE	The Programme Evaluation Partnership is a partnership between EYA & University of Essex, in which the university undertakes the responsibility of hosting, managing, and overseeing ABSS Programme Researchers.	In Delivery
ID091	Talking Transitions	ABSS	The project's objective is to enhance the social and emotional readiness of children in ABSS wards for school entry at 3 years 11 months. Additionally, it aims to improve the transition process for children entering the Reception year from their early years providers and school nurseries. This is accomplished by elevating practitioners' skills and knowledge to better support children's communication and language development. The project also involves delivering Elklan training courses to early years settings and schools.	In Delivery
ID092	ABSS Parent, Family and Community Hub	ABSS	The ABSS Parent, Family and Community Hub is a space designed by parents where families can access ABSS or community services and opportunities. The Hub is staffed by City Family to ensure a presence should a family drop in for signposting, advice or support.	In Delivery
ID097	Public Health Midwife	SCC & MSE Hospital Trust	<p>The midwife employed by SUH (Southend University Hospital) is a jointly funded position with SCC (Southend-on-Sea City Council) and A Better Start Southend (ABSS). The Public Health Midwife in Southend assumes a pivotal role in leading and delivering various topic areas, including smoking at the time of delivery and promoting smoke-free families, breastfeeding, diet and nutrition for families (including the obesity pathway and Healthy Start), addressing vulnerabilities such as domestic abuse, teenage pregnancy, maternal mental health, and Adverse Childhood Experiences (ACE).</p> <p>Additionally, the midwife oversees preconception care for women with long-term conditions, monitors outcomes and performance, facilitates integration and collaboration across the system, manages the antenatal programme, and contributes to the Your Family initiative under ABSS.</p>	In Delivery
ID098	Information Governance Specialist Consultant	Data Protection People	The Information Governance Specialist Consultant offers Support Desk and Training Services to assist with compliance with the UK GDPR and relevant data protection laws in the United Kingdom.	In Delivery

ID099	Data Input - ESTART	SCC	ABSS is providing funding for the Data Entry Contract with SCC (Southend-on-Sea City Council) to facilitate the implementation of the ABSS programme and achieve all its objectives. This contract involves accurate data entry into the Estart (Citrix) system, capturing information collected from families registering for ABSS services. This encompasses details from the Joint Registration and Consent form, as well as data provided by ABSS providers, including information on beneficiaries' attendance and engagement with ABSS projects and services. The aim is to ensure precise and comprehensive recording of relevant data to support the effective delivery of the ABSS programme.	In Delivery
ID101	Storysacks	SAVS	Southend Storysacks' produces story sacks for families living within ABSS wards. These can be borrowed for 2-3 weeks at a time and are suitable for babies and children from 6 months to 4 years of age. The 'Storysacks' aim to support and promote parental interaction and communication with their children through the reading of books.	In Delivery
ID102	Umbilical Chords	SYMCA	Early Years Music Group for children (0-2 years) and their parents/carers, to encourage communication skills, musical development and socialisation.	In Delivery
ID104	Early Years Independent Domestic Violence Advisor (EY IDVA)	Safe Steps	The service provides individual support and/or advocacy for parents of children aged under four years who have been exposed to domestic abuse (DA) living in Southend. The service provides individual assessments with families to ensure they receive the appropriate level of support and provides domestic abuse and risk identification training to professionals working in Family Centres, YourFamily team and other agencies across the City.	In Delivery
ID106	RSM Summative Evaluation	RSM	Independent summative evaluation that provides evidence of programme-wide outcomes and impact of the ABSS Programme. This is in line with the ABSS Outcomes framework.	In Delivery
ID107	Families Growing Together	Trust Links	This project offers the opportunity to improve outcomes for babies and young children by improving the resilience and mental wellbeing of parents, achieved through engaging young children and parents together in learning opportunities, designed to build cohesion and aid social interaction.	In Delivery
ID108	Digital Strategy (Inform)	SCC & ABSS	Inform 2 is a customer relationship management system currently used by YourFamily to capture beneficiary data, case management recording and outcomes.	In Delivery
ID109	Sparkles Sensory Story Time	Chaos and Calm	Sparkles Sensory Storytime is a programme designed to improve early learning, literacy, communication and social outcomes for children with disabilities and their families. It is specifically designed to introduce families to alternative and augmentative communication methods that may be needed by their child in a supportive, friendly and fun environment. It has also been designed to become a support network for families who may be going through similar experiences.	In Delivery
ID110	FOOD Club	Family Action	The FOOD Club membership costs just £1 per year for families, providing them with the opportunity to purchase a bag of delicious food items valued at approximately £15 for only £3.50. By becoming club members, families not only gain access to these cost-effective food options but also have the chance to benefit from additional offers presented during the sessions. This initiative aims to alleviate the stigma associated with food banks that some families may experience.	In Delivery
ID115	Hamlet Court Road in Harmony	ABSS/Trust Links	Positioned within ABSS wards, Hamlet Court Road in Harmony (HCRIH) festival is an annual one-day event that is attended by more than 3000 people. The festival brings together voluntary sector organisations, statutory agencies, and other community groups with local residents to promote and celebrate the diversity of Southend.	In Delivery

ID116	Festival of Conversation / Events Assignment 2023/2024	Bromfield Events & various partners	Raising Southend: A Festival of Conversations is a series of events held in Southend designed around the concept of 'creating opportunities for conversations between families, community groups and services in Southend through moments of shared creativity'.	In Delivery
ID087	Southend Supports Breastfeeding	SCC & ABSS	This campaign is designed to protect, advocate for, bolster, and normalise breastfeeding throughout Southend. It aims to motivate and support local businesses and community venues in embracing and endorsing breastfeeding, cultivating an environment that is welcoming, inclusive, and non-judgmental. Furthermore, the campaign seeks to exert influence on current and future urban planning, advocating for the prioritisation of breastfeeding-friendly public spaces. The initiative offers extensive information and educational resources to local businesses, empowering them to support women returning to the workforce while maintaining their commitment to breastfeeding. Concurrently, it provides education for parents and families, fostering a deeper understanding of breastfeeding.	Mobilisation
ID025	HENRY Healthy Families	HENRY	CLOSED	Closed
ID048	Joint Paediatric Clinic	TBD	CLOSED	Closed
ID061	Preparation for Parenthood	HENRY	CLOSED	Closed
ID079	The Dartington Service Design	Dartington	CLOSED	Closed
ID080	First and Foremost	EYA	CLOSED	Closed
ID083	Volunteer Home Visiting Service	Home Start	CLOSED	Closed
ID086	Coproduction Champion	SAVS, EYA, SCC	Incorporated as part of SAVS delivery. The Co-Production Champion project promotes the values of delivering and supporting far reaching co-production with Southend's communities. The focus is on developing, alongside ABSS and Southend City Council, a robust workforce development strategy that brings together practitioners, commissioners and policy makers through shared learning opportunities and formal training.	Closed
ID095	UNICEF Accreditation		CLOSED	Closed
ID103	Engagement Fund COVID-19	SAVS	CLOSED	Closed