

[Type here]

WEST Family Hub 2 Year Take Up Action Plan 2022 – 2023.

Indicator	Current position	Possible improvements	Are there any agreed actions? Inc. who and when?	Progress
Outreach strategy and/or partnership working across the early years team, partners and stakeholders.	Data is used to identify areas of low uptake. Access and Take up team prioritise these areas working closely with providers, undertaking direct contact through door knocking.	<p>Coproduce take-up planning and outreach strategies, including partners in the process.</p> <p>Look at demand for play and learn in West Bradford and match with community venues. A&T to plan to work in partnership with EYA to target these groups as a progression to the 2, 3 and 4 year offer.</p>	<ul style="list-style-type: none">• Drop in sessions have been agreed and carried out in our lowest uptake wards.• Events to promote The terrific twos campaign and have been attended by my team in all our ward areas.• A&T to link with EYA play and learns and offer drop in sessions.• HV & Midwives to promote 2 year offer within clinics• A&T to ensure ward officers have relevant promotional	<ul style="list-style-type: none">• Joint visits with A&T and providers to continue• Mapping meeting taken place and nurseries and delivery sites mapped out successfully and priority wards agreed.• Nurseries providing promotion opportunities with door knocking, flyer drops etc.• Providers are completing successful home visits.

[Type here]

		<p>EYA to look at supporting communities and identifying a “community lead” within priorities wards where demand for a play group or mother and toddler group has been identified. A&T to link in with these venues and offer drop in session around increased uptake of 2, 3 4, year offer.</p> <p>Joint working with partners to offer drop in sessions for parents to raise awareness and increase uptake of 2, 3 , 4 year offer.</p>	<p>material to distribute around communities.</p> <ul style="list-style-type: none"> • Joint visits with HV and A&T, A&T to develop these links and this joined up working. 	
<p>Outreach uses DWP data to target areas of need and low demand.</p>	<p>As above</p>	<p>Consider each area individually and nuance information and outreach work.</p> <p>To identify the link between ward priorities and outreach strategies</p> <p>Use the data to evaluate take-up trends and patterns, interrogating it to identify areas for communities or development and additional attention</p>	<ul style="list-style-type: none"> • GDPR compliant data around ward figures to be shared with working group members by A&T. 	<ul style="list-style-type: none"> • The is still ongoing and has been successful, seen increase by 6% in west. • Spring 2021 70% • Summer 2022 76%

[Type here]

<p>The team has the resources and capacity it needs.</p>		<p>EY providers and A&T identified need for more bilingual banners and flyers. Need more languages on banners and flyers. All banners are in English.</p> <p>Identify and utilise appropriate partners expertise. EHCs and A&T working in partnership with EU Migrants family support worker to reach BAME communities and target hard to reach families.</p> <p>Additional hours offered to A&T role, additional workers to support.</p> <p>A&T to continue to have enough resources to raise awareness and share knowledge with partners at locality and regular community events.</p>	<ul style="list-style-type: none">• A&T to distribute what resources to providers in areas of need• 50 things at two to be utilised as a way to support uptake• More resources to be distributed to neighbourhood wardens and to community leaders.	<ul style="list-style-type: none">• Recruitment is completed so more staff resources in West to support.• Recruitment considered bilingual staff and community needs• Finances for additional banners and resources agreed and supplied to all settings• Staff have Terrific twos promotional clothing.• Links made with community centres, GP surgeries, job centre, health partners and midwives.

[Type here]

<p>The contribution and impact of the two-year-old entitlement is recognised and evidenced.</p>	<p>The teams that have responsibility for supporting the 2-year-old entitlement fully recognise the contribution and impact of take up and engagement. The teams are:</p> <ul style="list-style-type: none">• Access and Take Up Officers• Early Education Funding Team• Childcare Sufficiency Officers• Childcare Quality Officers• Data and Comms Officer• Family Hubs Managers	<p>Need to work with other family facing professionals to highlight the benefits and contributions.</p> <p>Fortnightly meetings with hub manager and A&T where action plan is completed and reviewed of targeted work.</p>	<ul style="list-style-type: none">• Bespoke session to be developed on council website, FYO site now has direct link to A&T workers.	<ul style="list-style-type: none">• Hub managers have shared their working group plans across localities to ensure a consistent approach.• Groups of professionals have had the two-year presentation delivered.• FYI site is up and running and offers information, and direct communication to A&T.

[Type here]

Two-year-old information is up-to-date, clear and positive, and is shared widely.		To identify a wider audience of partners who have further opportunities to positively promote		
Providers are given effective tools, skills and information and they use them to promote the entitlement.	Providers have information on BSO and Childcare Choices to promote the entitlement.	<p>Consultation with providers to ascertain if they have effective tools, skills and information to promote the entitlement.</p> <p>A&T to link in with providers and build on established relationships and offer feedback opportunities.</p> <p>A&T to offer bespoke presentations to partners</p>	<ul style="list-style-type: none"> • Marketing and media to involve correct department for this task • To use video links in different languages for the Community • To have contact with Community Leaders like Mosques, Councillor's – Warden Officer to speak to above contacts. 	<ul style="list-style-type: none"> • A&T have distributed flyers and resources to outreach workers in primary schools. • A&T have competed presentations, meetings and one to one information sessions with providers. • A&T respond regularly to information requests and telephone calls and are accessible

[Type here]

		Evaluate responses and ensure any improvements are shared and embedded		and available to providers. <ul style="list-style-type: none">• Relationships developed with existing settings and partners and new relationships established.• A&T has visible presence in the community.• A&T have a direct email through the FYI site.
Strategies reach and engage with under-represented groups/BAME		reach BAME communities through community groups and headline translations.	<ul style="list-style-type: none">• Good communication with Community Leaders such as Mosques. They trust messages coming from such Leaders and can let	<ul style="list-style-type: none">• A&T linked in with EU family support worker.• Requested leaflets in different languages• Door knocking with a familiar face has established a good relationship in the community• Door knocking takes place with workers that speak

[Type here]

			the Community know what's happening.	the community language. <ul style="list-style-type: none"> FYI site offers translation.
Parents are given information and there are ways in which parent-to-parent communication is facilitated or encouraged		Recognise and develop opportunities for parent to parent communication – coffee mornings, community meet ups and events.	<ul style="list-style-type: none"> HV and midwives to share the information with parents they see to encourage, promote and support uptake. 	<ul style="list-style-type: none"> The number of drop in sessions available for families to access has increased targeting our most in need families and areas where uptake is at its lowest. This continues on a weekly basis.
Parent-facing professionals regularly given information to help promote the entitlement and motivate take-up by user groups	A document for professionals to support them with the eligibility and criteria for a 2 year old place has been devised	Collect and show local case studies to show the difference two-year-old provision makes	<ul style="list-style-type: none"> Play and learn to be utilised as an opportunity for Uptake of 2YO. 	<ul style="list-style-type: none"> Presentations to keyworkers, social workers and schools have taken place.

[Type here]

		<p>To ensure that all children eligible for a 2 year place on CP, CIN, Early Help Keyworker or Lead Practitioner has been offered a place and are supported to attend on a regular basis</p> <p>Drop in session within family hub for parents and professionals who utilise the buildings resources.</p> <p>Opportunity to share case studies incorporated into locality events.</p>	<ul style="list-style-type: none">• More drop in Coffee mornings to be planned.• H/V and Midwives to promote 2YO to parents.• To have another local Event with other Professionals to promote the 2YO like the Event that was held at Manningham Mills	<ul style="list-style-type: none">• Providers in target areas prioritised.• Joint visits arranged between EHCs and A&T and uptake identified through EHA.• Partnership working with joint sessions with A&T and DWP taken place to raise awareness and support the uptake.

[Type here]