

Report of the Assistant Director of Neighbourhood and Customer Services to the meeting of Bradford East Area Committee to be held on 17 September 2015

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Subject:

Better Start Bradford is focused on improving outcomes and reducing inequalities for pregnant women and young children across the district to ensure every child has the best start in life.

Summary statement:

The Better Start Bradford partnership programme provides a vehicle for reform across the district in early years, with a clear focus on outcomes for children and using what is proven to work to ensure children can arrive at school healthy, emotionally resilient and with a good level of level of development so they are ready to flourish. To transform early years services and accelerate change, we are particularly focusing on integrated working and systems change to develop the best ways of working together and with parents and their families, embedding New Deal principles.

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Portfolio:**Health and Social Care****Overview & Scrutiny Area:****Health and Social Care**

1. SUMMARY

The Better Start Bradford partnership programme provides a vehicle for reform across the district in early years, with a clear focus on outcomes for children and using what is proven to work to ensure children can arrive at school healthy, emotionally resilient and with a good level of level of development so they are ready to flourish. To transform early years services and accelerate change, we are particularly focusing on integrated working and systems change to develop the best ways of working together and with parents and their families, embedding New Deal principles.

2. BACKGROUND

The 2014 Joint Strategic Needs Assessment for the district demonstrates that outcomes for young children are significantly below national and regional rates and within deprived areas are much worse. The increasingly robust national and international evidence base supports effective interventions at a very early stage; pre-conception, pregnancy and first three years of life. From a cost benefit approach the best time to invest in evidence based prevention and early intervention is in the first 3 years of life, as it is this time when the improvement in outcomes is highest. During pregnancy a woman's' mental and physical health, behaviour, relationships and environment all influence the intrauterine environment and developing foetus. All these factors can have a significant impact on the baby's wellbeing and long term outcomes.

Better Start Bradford is focused on improving outcomes and reducing inequalities for pregnant women and young children across the district to ensure every child has the best start in life.

The Better Start Bradford programme (BSB) is the result of a successful £49 million Big Lottery Fund bid led by Bradford Trident. It was awarded in June 2014 following intensive partnership work between Bradford Trident, Children's Services and Public Health in the Council, the Police, CCGs, NHS providers, VCS organisations, elected members and families living within the 3 wards of Little Horton, Bradford Moor and Bowling and Barkerend.

Better Start Bradford is a 'test and learn' programme which is being used as a vehicle for reform across the district in early years and has informed the development of the Integrated Early Years Strategy 2015-18. It is focused on pregnant women and young children aged 0-3 years.

2.1 Key features of the model include:

- Joint early intervention and prevention interventions rooted in the best available evidence alongside detailed monitoring of their implementation and effective evaluations of each intervention, led by Born in Bradford.



- A clear focus on outcomes for children, with a framework detailing the measures to be used, baselines and short, medium and long term outcomes. The key development outcomes are
 - improving children’s social and emotional development
 - improving their communication and language development
 - improving their nutrition
- A pooled budget comprising the Big Lottery Fund grant and investments made by public services is managed by the Partnership Board, thus ensuring shared accountability for investment between our communities and the public systems
- The London School of Economics is working with Better Start Bradford to develop a tool for cost benefit analysis to identify potential savings from successful interventions. This will enable us to work with other services to lever further investment as the programme starts to demonstrate improved outcomes and savings, inform future commissioning plans for the district and support the New Deal principle of Productivity and Value for Money
- Embedding an integrated workforce approach will strengthen consistent support for families by implementing common pathways, a joint training programme and a shared data system

2.2 Current interventions include:

- Talking Together; language assessment at 2 years and in-home programme
- An extension of Family Nurse Partnership
- Perinatal peer support programme working with women with low to moderate mental health
- Baby Buddy phone app
- A pilot with midwifery services developing greater continuity of care for women during pregnancy

2.3 The NHS SystmOne is the preferred database to capture the data on individual beneficiaries and work is progressing to address consent, information governance and technical issues. Data concerning the implementation of the individual interventions will be captured separately and together this will inform future commissioning decisions.

2.4 Learning Together is the joint training programme which is currently delivering termly networking and sharing events for everyone working with pregnant women and young families in the area and a range of expert sessions, bringing leading professionals to Bradford to lead discussions in the latest thinking.

3. OTHER CONSIDERATIONS

3.1 Future provision

Over the next 18 months, the remaining interventions will each go through a process of service design to ensure we maximise successful implementation; that there is clarity around what the intervention is, what it is trying to achieve and for whom, and how it works to deliver change.



The interventions are grouped into workstreams:

- Bump Start your Baby – Engaging with families earlier in pregnancy and offering a range of support options. These include one-to-one, home based, groups and classes and mobile phone apps. Through working together we will also be able to identify and provide support for parents at risk.
 - Extending the Doula scheme
 - ESOL+ for pregnancy and early parenthood
 - Baby Steps antenatal courses
 - Antenatal groups – Family Links/Children’s Centres

- Falling in Love with your Baby – Making sure parents have support and information to get them off to a great start with their new baby. The offer includes specialist services and access to universal evidence-based parenting support, both one-to-one and through local Children’s Centres and Community groups.
 - Extending Homestart to reach all eligible parents
 - Improve parenting programmes, introducing and adapting Incredible Years parenting programmes for infants and toddlers
 - Coping with Crying DVD supported by a Midwife or Health Visitor
 - Scrap Magic

- Babies and Bonding - Providing specialist services to address mental health needs and issues around the parent-child relationship.
 - Infant mental health programme
 - Northamptonshire Baby Room

- Talking Together - Parents will get resources and information to encourage early language development and we will offer an in-house programme for those at most risk of language delay.
 - Bookstart for Bumps
 - Imagination Library
 - ICAN early years
 - ESOL+ for parents with toddlers

- Eat, Live, Love - Enabling parents and communities to learn about healthy eating, including breastfeeding, which will allow them to make healthier decisions for their children and themselves.
 - Improved breastfeeding support – recruitment of peer supporters/champions
 - Accredited cook and eat sessions with a view to providing home-based support where needed
 - HAPPY (Healthy and Active Parenting Programme for early Years)
 - PIP (Pre-schoolers in the Playground)
 - HENRY (Health and Nutrition in the Really Young) recruiting and training facilitators

- Better Place - environment and safe play proposals will be community-led and depend on local people to drive them forward.
 - Forest schools for pre-schoolers and parents and babies
 - Environment projects – safe places to play, reducing exposure to emissions,



growing food

3.2 Delivery mechanisms: commissioning

We will use a mixed approach to delivery as detailed below. This has been agreed through stakeholder consultations, community consultations and a specific consultation with the VCS on commissioning.

- Direct commissioning from delivery partners via an agreement with the current provider of the service, where our project involves an extension into our area or an intensification of the provision; for example the extension of Family Nurse Partnership
- Commissioning via a Service Level Agreement where existing services are adopting new programmes or ways of working; for example the adoption of the Incredible Years Parenting Programme to be delivered by Children's Centres
- Commissioning through tendering and contracting where new services are to be delivered by new providers; for example Forest Schools

3.2 Programme Support

The Programme Team is now in place to support the full implementation of the programme. This includes specialists in child health and early years, engagement, learning and development, communications, volunteering and project management.

Better Start Bradford is supported by the Big Lottery Fund who are guiding our implementation with added expertise from nationally renowned practitioners and leading experts.

The programme is governed by a Partnership Board which comprises a range of strategic leaders and community representatives and parents from the area.

Born in Bradford are providing the Innovation Hub for the programme which will follow a cohort of Better Start babies to allow us to measure the impact of the programme and will evaluate each of the interventions to establish what works in the local context.

4. FINANCIAL & RESOURCE APPRAISAL

The principles underpinning the Better Start Bradford Bank include joint investment, shared accountability and investing in prevention and early intervention. Together with the London School of Economics cost benefit tool, it is hoped that this approach will be strengthened with further investment from services and social finance once improvement in outcomes is demonstrated. The principle of a 2% shift in investment into prevention and early intervention is fundamental to the BSB approach.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

Better Start Bradford has been subject to intensive scrutiny from Big Lottery Fund



regarding the establishment of robust governance arrangements. They have been satisfied with the community-led approach, the controls and checks in place and the role of Bradford Trident as Accountable Body, ensuring that the Big Lottery Fund contractual requirements are fully met.

6. LEGAL APPRAISAL

There has been close scrutiny of the governance structures and the management of shared resources by partners' legal teams and a Partnership Agreement is in place.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

No implications

7.2 SUSTAINABILITY IMPLICATIONS

The sustainable delivery of local services and strengthening of capacity in the community to support behaviour change is core to the Better Start Bradford strategy.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Notable areas which have opportunity to address greenhouse gas emissions (carbon footprint) include good lifestyle habits, redesigning services and integrated working all of which are addressed through the Better Start Bradford Programme.

7.4 COMMUNITY SAFETY IMPLICATIONS

No implications

7.5 HUMAN RIGHTS ACT

No implications

7.6 TRADE UNION

No implications

7.7 WARD IMPLICATIONS

Ward Officers in the Better Start Bradford area are involved in a range of engagement activities supporting the implementation of the programme.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

The paper does not provide options.

10. RECOMMENDATIONS

10.1 The Area Committee is asked to provide advice and feedback regarding the key aspects of the Better Start Bradford model, and in particular suggest options for



further embedding the approaches across the district.

- 10.2 The Area Committee is asked to support the invest to save approach of investing in evidence based interventions in pregnancy and early childhood to embed a focus on prevention and early intervention for young children across the district, and to commit to using its influence across partners to remove any barriers to implementation that might arise.

11. APPENDICES

Appendix A - Better Start Bradford Handout January 2015

12. BACKGROUND DOCUMENTS

1. Fair Society Healthy Lives The Marmot Review UCL Institute of Health Equity (2010)
<http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review>
2. Supporting Families in the Foundation Years Department for Education and Department of Health (2011)
<https://www.gov.uk/government/publications/supporting-families-in-the-foundation-years>
3. Are you ready? Good practice on school readiness' Ofsted (2014)
<https://www.gov.uk/government/publications/are-you-ready-good-practice-in-schoolreadiness>
4. Foundation Years : Sure Start Children's Centres House of Commons Education Committee (2013)
<http://www.publications.parliament.uk/pa/cm201314/cmselect/cmeduc/364/364.pdf>
5. The Guide to Early Years Profiles NHS England and Public Health England March (2014)
<http://www.england.nhs.uk/wp-content/uploads/2014/03/hv-ey-hlth-prof.pdf>
6. Independent report to Her Majesty's Government- Early Intervention : the next steps Allen G MP (2011)
<https://www.gov.uk/government/publications/early-intervention-the-next-steps--2>
7. Conception to age 2 –the age of opportunity WAVE Trust (2013)
<http://www.wavetrust.org/our-work/publications/reports/conception-age-2-age-opportunity>

