

<b>Report to:</b>	<b>Health and Wellbeing Board</b>
<b>Relevant Officer:</b>	Merle Davies, Head of Early Help for Children and Families
<b>Relevant Cabinet Member :</b>	Cllr Ivan Taylor, Cabinet Member for Children's Services
<b>Date of Meeting:</b>	3 <sup>rd</sup> December 2014

## PRESENTATION REGARDING THE BETTER START AND HEADSTART INITIATIVES

### 1.0 Purpose of the report:

- 1.1 Blackpool recently successfully submitted 2 'Big Lottery' bids. The first, Better Start, was £45 million over ten years to transform services for 0-3 year olds; the second, Headstart, is a £500,000 pilot aimed at building the resilience of 10-14 year olds to reduce the likelihood of them developing mental health problems in the future.
- 1.2 Two reports were presented to the Strategic Commissioning Group on 6 November 2014, outlining the two bids and the implications and these are attached at Appendices 4a to 4f.

### 2.0 Recommendation(s):

- 2.1 To note the presentation on Better Start and Head Start

### 3.0 Reasons for recommendation(s):

- 3.1 A presentation on both initiatives will be made to the Board.
- 3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No
- 3.2b Is the recommendation in accordance with the Council's approved budget? Yes
- 3.3 Other alternative options to be considered:  
  
None, the presentation are for information only

#### **4.0 Council Priority:**

##### **4.1** The relevant Council Priorities are:

- Tackle child poverty, raise aspirations and improve educational achievement
- Safeguard and protect the most vulnerable
- Improve health and well-being especially for the most disadvantaged
- Deliver quality services through a professional, well-rewarded and motivated workforce

#### **5.0 Background Information**

##### **5.1 Better Start**

The Better Start Partnership is led by the NSPCC and involves as key partners; Council, Health, and Police.

##### **5.2** The strategy has 4 components, which are:

1. A public health approach - shifting the curve for the whole population
2. Evidence based interventions - providing more intensive help for those who need it
3. Systems transformation - building shared understanding and shared action
4. Building and sharing learning - creating the Blackpool Centre for Early Child Development

##### **5.3 Headstart**

The Headstart partnership is led by the Council and involves a range of partners. In addition, Headstart has a steering group of young people who advise the partnership and co-produce the strategy.

##### **5.4** The pilot has 4 elements of support to young people, these are;

1. Work in schools
2. In the Home
3. Community Activities
4. Digital Platform

##### **5.5** The pilot will run until December 2015, after this a further submission can be made for a £10 million project over five years.

##### **5.6** Does the information submitted include any exempt information? No

##### **5.7 List of Appendices:**

Appendix 4a: Report on Better Start to the Strategic Commissioning Group on 6 November 2014  
Appendix 4b: Better Start Executive Summary  
Appendix 4c: Better Start Commissioning Plan  
Appendix 4d: Better Start Strategy

Appendix 4e: Better Start Implementation Plan  
Appendix 4f: Report on Headstart to the Strategic Commissioning  
Group on 6 November 2014

**6.0 Legal considerations:**

6.1 None

**7.0 Human Resources considerations:**

7.1 None

**8.0 Equalities considerations:**

8.1 None

**9.0 Financial considerations:**

9.1 None

**10.0 Risk management considerations:**

10.1 None

**11.0 Ethical considerations:**

11.1 None

**12.0 Internal/ External Consultation undertaken:**

12.1 None

**13.0 Background papers:**

13.1 None