

Better Start Blackpool

Date: 6th November 2014

Matter for consideration: Better Start Commissioning Process

Recommendation: For discussion

Relevant Officer: Sarah Lambert

1.0 Background

- 1.1 In June 2014 Blackpool was one of five LA's to successfully be awarded £45 million funding from the Big Lottery Fund. This will focus on the conception to three years age group and a population of between 40 and 50 thousand.
- 1.2 The funding is for seven wards in Blackpool – Brunswick, Park, Claremont, Victoria, Clifton, Talbot, Bloomfield. However, although the funding from the Big Lottery can only be used in these wards it is intended to roll out the learning and programmes across Blackpool using the leveraged funds. This will create a whole system change by developing stronger partnership working that delivers collaborative services organised around the needs of Blackpool children aged pre-birth to three, securing strong social, emotional and physical health foundations for children, leading to better educational and economic achievement, which is sustained over time.
- 1.3 There will be four main areas of approach:
 - a public health approach – producing universal campaigns e.g. breastfeeding, drinking in pregnancy etc;
 - evidence based intervention – making a changing for those with additional and complex needs;
 - Reframing and System Transformation – Building a shared understanding and shared action;
 - Centre for Early Child Development – Building and sharing learning about the projects delivered;
- 1.4 Families will be instrumental in the project development. Community based engagement and accountability will increase service quality and commitment among voluntary and statutory agencies for identifying, assessing and supporting children and families in need and understanding the impact creating a better future for all our children.

2.0 Supporting Information

- 2.1 Effective commissioning is at the heart of the service redesign.
- 2.2 It is agreed that the commissioning work will be led by Blackpool Council's Commissioning Team and with strong liaison with the CCG and Teaching Hospitals to ensure that all are involved and informed.
- 2.3 The Commissioning Strategy has been shared with the Executive, Operational and Community Boards

3.0 Key Issues

- 3.1 How is the Better Start Commissioning going to be overseen?
- 3.2 How will joint commissioning be undertaken?
- 3.3 How can we ensure gaps are closed and positive outcomes for children and families are achieved?

4.0 Recommendations and Next Steps

- 4.1 For discussion on the way forward for Better Start commissioning

Background papers:

Appendix (i) Blackpool Better Start Strategy paper
Appendix (ii) Blackpool Better Start Executive Summary
Appendix (iii) Blackpool Better Start Implementation Plan
Appendix (iv) Draft Better Start Commissioning Strategy