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## FULFILLING LIVES – A BETTER START

### 1.0 Matter for consideration

1.1 To consider a report on the Blackpool Fulfilling Lives – Better Start Project Bid.

### 2.0 Recommendation(s)

2.1 To consider and note the information contained within the report.

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### 3.0 Information

#### 3.1 The Blackpool Project

3.2 In January 2013 the Big Lottery Fund (BLF) asked all Local Authorities to submit an expression of interest for a £165 million bid to redesign early support services in their area. Through a process, three – five Local Authorities will be chosen to receive between £30 to £50 million each, to be invested over the next 10 years to help improve services for babies, young children and families. The Authorities had to identify a lead partner from the voluntary and community sector. Blackpool identified the National Society for the Prevention of Cruelty to Children (NSPCC) as their preferred partner. In total 80 Local Authorities submitted an expression of interest and from these 39 Councils were chosen to go through to the next stage. Blackpool has now chosen to be one of only 15 Local Authorities to go through to the Stage 2 process with a bid to be submitted by January 2014. Stage 2 has access to £400k to develop the bid and the partnership has identified CPEA Ltd associates to support taking this forward.

3.3 The funding for Stage 2 will allow Blackpool to appoint Project Coordination through CPEA Ltd, media and communications support, ICT scoping, community and family engagement, funding for the development of quality assurance processes for the Voluntary, Community Sector (VCS) sector and development of a volunteer academy. All funding goes through the lead VCS organisation.

3.4 The project is about a whole system change across all agencies and sectors, with pooled funding budgets across sectors, co-production, integrated working and early intervention being the main focus. The 15 Local Authorities that have moved forward to this stage have been identified as leading on this area and will develop and implement the systems change. The three to five Authorities who get through to the final round will receive the £30-50 million to enable them to take their approach further. The announcement of the final three to five Local Authorities who will be chosen to receive the funding will be in April 2014.

3.5 The bid will focus on the pre-birth to three age group and a population of between 40 and 50 thousand. There are three major stands that the services are to be provided

within – language and communication, physical and nutrition and personal and emotional well-being.

### **3.6 Project definition**

- 3.7 The project will create a whole system change by developing a stronger partnership working that delivers collaborative services organised around the needs of Blackpool children aged pre-birth to three. The services will secure strong social, emotional and physical health foundations for children, leading to better educational and economic achievement, which is sustained over time.
- 3.8 The Partnership is made up of VCS services, the Local Authority and Health, delivering a variety of important and vital services for families in co-production. Collaborative systems will be put in place for true integrated working, informed by user consultation, using Children's Centres as a main delivery venue.
- 3.9 Those at risk will be identified by developing a shared approach to assessment that is streamlined, promotes engagement, avoids duplication and reduces the burden for families and partners. Robust early measures will help identify those families with multiple risk factors from the outset. Learning and evaluation will be key. The project will draw upon significant collective experience to achieve a fully holistic integrated service model approach that is preventative and proactive rather than reactive.
- 3.10 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.

### **3.11 Blackpool's Project outcomes**

- 1) Children are better prepared for school and future life, are safe and happy, have secure attachments, control over their feelings and have higher emotional intelligence.
- 2) Children have a healthy start to life and lead healthier lives, experience better nutrition and have regular physical exercise leading to higher self worth.
- 3) Children have better social and communication skills, express their needs better, home and learning environments are high quality, leading to better future parenting skills.
- 4) The new cross sector service delivery model and partnership is improved, coordinated, integrated, effective and efficient resulting in long term reduced poverty and raised aspirations for our children.

### **3.12 The Blackpool population**

- 3.13 The chosen wards to deliver this project from are: Claremont, Talbot, Bloomfield, Park, Brunswick, Victoria and Clifton.

### **3.14 Going forward and developing the bid - overview**

- Set up an Executive Board – made up of the high level strategic leads across agencies. There is a meeting in London for this group on the 10<sup>th</sup> September 2013.
- Ensuring clear Governance arrangements are in place to support accountability for funding and outcomes through the Executive Board.

- Undertake community engagement and consultation – putting together a Community Board. The Big Lottery Fund has funded a separate survey to be undertaken starting in August which will be face to face with families in Blackpool.
- Getting key personnel in post. The Project Coordinator post - Sarah Lambert from the Council is to be seconded for two days per week and the rest is to be outsourced with an external consultant.
- Looking at pooled funding and social funding - community shares, social impact bonds etc.
- Putting together a portfolio of evidence based or science based programmes for young children and their families to be implemented.
- Ensure lines of accountability are in place and all appropriate existing groups are part of this i.e. Better Start Community Board and Operational Board feed in to the Better Start Executive Board. The monitoring and accountability for the Executive will then come from the Children's Trust and Health and Wellbeing Board.

#### **4.0 Financial considerations**

- 4.1 It is proposed that although the finances will go to NSPCC, the responsibility for the funding and outcomes of the project will be with the Executive Board to be made up of high level strategic leads from across the lead agencies
- 4.2 External funding sources have to be found as part of the bid and the VCS organisations will be asked to look into these.

#### **5.0 Legal considerations**

- 5.1 None

**Relevant officer:**

Sue Harrison, Assistant Chief Executive - Children's Services, Blackpool Council

**Appendices attached:**

None

**Background papers:**

None

**Websites and e-mail links for further information:**

None

**Glossary:**

VCS – Voluntary, Community Sector

NSPCC – National Society for the Prevention of Cruelty to Children

CPEA - CPEA Ltd as an established and flourishing business network is recognised to be an effective partner in bringing about change and improvement in health, social care and children's services