
FULFILLING LIVES- A BETTER START

1.0 Matter for consideration

1.1 Blackpool's Better Start Fulfilling Lives Bid

2.0 Recommendation(s)

2.1 To note the report on the Better Start Fulfilling Lives Bid

3.0 Information

- 3.1 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, between three and 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 Local Authorities had to identify a lead partner from the voluntary and community sector (VCS). Blackpool identified the NSPCC as their preferred partner. A total of 80 Local Authorities submitted expression of interests and from these 39 Councils were chosen to go through to the next stage. Blackpool has now chosen to be one of 15 Local Authorities to go through to the Stage 2 process with a bid to be submitted by January 2014. Those authorities selected for Stage 2 have access to £400,000 to develop the bid and the partnership has identified CPEA Associates to support taking this forward.
- 3.2 The funding for Stage 2 will allow Blackpool to appoint Project Coordination through CPEA, media and communications support, ICT scoping, community and family engagement, funding for the development of quality assurance processes for the Voluntary and Community Sector and development of a volunteer academy. All funding goes through the Lead Voluntary and Community Sector organisation.
- 3.3 The project is about a whole system change across all agencies and sectors, with pooled funding budgets across sectors, coproduction, integrated working and early intervention being the main focus. The 15 Local Authorities that have got through to this stage have been identified as leading on this area and will develop and implement the systems change. The authorities approved in the final round will receive the £30-50mil to enable them to take their approach further. The announcement of the final Local Authorities who will be chosen to receive the funding will be in April 2014.
- 3.4 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 strands that the services are to be provided within – Language and communication, Physical and nutrition and personal and emotional well-being.

3.5 The Blackpool Project

Project definition

- 3.6 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.
- 3.7 The Partnership is made up of Voluntary and Community Services, the Local Authority and the NHS, 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.
- 3.8 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.
- 3.9 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.

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.

3.10 The Blackpool population

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

3.11 Going forward and developing our bid - overview

- An Executive Board – made up of the high level strategic leads across agencies has been set up.
- Clear Governance arrangements are in place to support accountability for funding and outcomes through the Executive Board.
- An Operational Board is also in place with representation from all key agencies
- Community engagement and consultation has started and a Community Board is being set up. The Big Lottery Fund has funded a separate survey to be undertaken which will be face to face with 600 families in Blackpool.

- The Project Coordination is being done by Sarah Lambert from the Council who is to be seconded for two days per week and the rest is outsourced to a consultancy company CPEA
- The Executive Board are looking at the Funding as there is need to secure other funding over the 10 years to support the projects and for sustainability. A 'Bank of Blackpool' through a Trust is being considered.
- Putting together a portfolio of evidence based or science based programmes for young children and their families to be implemented over the ten years will be part of the bid and done in co-production with the community.
- 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 and Young People's Trust and Health and Well-Being Board.
- Scoping of buildings and ICT/data protection work is underway

4.0 Financial considerations

4.1 None

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:

N/A

Glossary:

None