

Decision of:	EXECUTIVE
Decision Number:	EX46/2014
Relevant Officer:	Sue Harrison, Director of Children’s Services
Relevant Cabinet Member	Councillor Ivan Taylor, Cabinet Member for Children’s Services
Date of Meeting:	8 th September 2014

BETTER START FUND

1.0 Purpose of the report:

1.1 The budget implications for the Council concerning BetterStart.

2.0 Recommendation(s):

2.1 To agree the budget commitments and recommend Council to include these commitments when approving or reviewing the budget.

3.0 Reasons for recommendation(s):

3.1 To consider the implications for the authority of the successful bid and funding envelope.

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

4.0 Council Priority:

4.1 The relevant Council Priority is

“Tackle child poverty, raise aspirations and improve educational achievement “

5.0 Background Information

5.1 Better Start Blackpool

Our pledge..

..is to make a generational shift, ensuring today's babies enjoy the early care and nurture they need for healthy development and to be ready for school. And that in turn, as they grow up and become parents themselves, they will pass on the Better Start legacy to the next generation"

5.2 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 were 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 Councils had to identify a Lead partner from the voluntary and community sector. Blackpool identified the NSPCC as their preferred partner. A total of 80 Councils submitted an expression of interest and from these, 39 Councils were chosen to go through to the next stage. Blackpool was successful and submitted a Stage One Bid and was again successful as one of only 15 Councils to go through to the Stage 2 process with a bid that was submitted in February 2014. Stage 2 had access to £400,000 to develop the bid and the partnership.

5.3 In February 2014, the Cabinet Member for Children's Services considered a report regarding the submission of the bid for the Better Start Fund and resolved (decision PH25 refers) :

“To delegate to the Assistant Chief Executive, Children's Services after consultation with the Assistant Chief Executive, Treasurer Services and the Cabinet Member for Children's Services:

(a) the authority to confirm that the Council will be part of the Blackpool bid to the Big Lottery Fund, led by the NSPCC, along with partner organisations for the Better Start Fund; and

(b) that if the bid is successful, authority to enter into an agreement on behalf of the Council with partner organisations for the Better Start project, subject to a further detailed report being submitted to the Executive regarding appropriate budget approvals being identified and secured for the Council's contributions. “

5.4 That decision forms the basis of this report, in particular in relation to budget commitments

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- 5.5 In June 2014, Blackpool and the NSPCC were informed they were one of five bids that had been chosen to receive the funding from the Big Lottery and were awarded £45 million. The bid will focus on the conception to three age group and a population of between 40 and 50 thousand. There are seven wards in Blackpool with this population which are the Better Start wards – Brunswick, Park, Claremont, Victoria, Clifton, Talbot, Bloomfield. However, although the funding from the Big Lottery can only be used on these wards it is intended to roll out the learning and programmes across Blackpool.
- 5.6 The Lottery dictated that three major strands form the core of the work and services undertaken - language and communication, diet and nutrition and personal and emotional well-being.
- 5.7 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.
- 5.8 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.
- 5.9 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.
- 5.10 The project will tackle those critical pressures, barriers and risks for families e.g. domestic abuse, drugs and alcohol, mental ill health and isolation by offering support, services and empowering parents and communities to build their capabilities.
- 5.11 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 children.
- 5.12 There will be four main areas of approach:
- a public health approach – producing universal campaigns e.g.

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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

5.13 The evidence based interventions – which will be delivered:

5.14 Intervention at Universal Partnership Plus level

- Family Nurse Partnership
- Parents Under Pressure
- Parent-Infant Psychotherapy
- Safecare
- Survivor Mums
- Domestic Abuse
- Pre-birth risk assessment
- Alcohol in pregnancy

5.15 Intervention at Universal Plus level

- Baby Steps
- Video Interaction Guidance
- Hanen and REAL
- Triple P for toddlers
- Early Learning with Families

5.16 Intervention at Universal level

- Health Promotion resources and 4 new public health campaigns
- Maternity and Community Health
- Children's Centres

5.17 Community programmes

- Beach School
- Food Dudes
- FNP graduate mentors
- Safe space and play fund

5.18 All projects will be commissioned from either the Local Authority, Health, NSPCC, third/private sector.

5.19 Blackpool Better Start Outcomes at the end of the project

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- All babies in Blackpool are born healthy
- Blackpool's children are ready for school
- Families in Blackpool feel more included in their community

5.20 Does the information submitted include any exempt information? No

5.21 **List of Appendices:**

None

6.0 Legal considerations:

6.1 As part of the bid submission, the parties agreed a draft Partnership Agreement to be presented by the NSPCC as part of the bid application. The Council is advising on the final Partnership Agreement.

7.0 Human Resources considerations:

7.1 As part of the bid a full resource plan was put together. This plan included the secondment of a Senior Manager from Children's Services to lead the Better Start programme. Any other appointments within Better Start will be subject to normal open recruitment processes.

8.0 Equalities considerations:

8.1 As part of the bid a full equalities analysis was compiled.

9.0 Financial considerations:

9.1 The Better Start bid provides Big Lottery Grant funding to partners of £45m over the next ten years. However, partners are also expected to invest matched-funding and Blackpool partners are proposing to contribute a further £30 million over the life of the project, bringing the total investment to £75m. The expected breakdown by partner and financial year is shown in the table below:

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Partner	Contribution (£000s)										
	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	Total
Childrens Services	136	525	2,672	2,738	2,529	2,579	2,639	2,699	2,658	2,718	21,892
Public Health	-	-	233	239	246	251	257	263	259	264	2,012
Health	595	262	252	250	250	384	365	348	320	306	3,332
NSPCC	40	42	42	43	44	45	46	47	46	47	440
TBC*	-	-	-	-	-	-	-	-	1,150	1,175	2,325
	771	829	3,199	3,269	3,069	3,258	3,306	3,356	4,432	4,511	30,000

* To be reviewed following successful pilots

9.2 Given ever reducing budgets, the only possible way the Council's share of this amount of funding can be found would be from re-investing the savings expected from the Better Start funded projects. These interventions, if successful, would reduce spend in several Council-funded areas.

9.3 From a Council perspective this commitment to re-investing savings would obviously mean that these savings would not be able to contribute to any future Council funding gap. The matched funding contributions would be contractual and written into the partnership agreement. The Delivery Partners are also to seek legal advice during the first 12 months as to whether these monies should be held in a joint trust account or remain ring-fenced in each Delivery Partner's bank account.

10.0 Risk management considerations:

10.1 The project will require a local performance reporting arrangements and there is a full plan for monitoring and learning.

10.2 An Executive Board is due to be established, chaired by the Chief Executive Officer of NSPCC. This Board will be responsible for monitoring the bid finances and delivery programme.

10.3 Blackpool Children's Trust will play a key monitoring role on behalf of the Health and Wellbeing Board and the Council.

11.0 Ethical considerations:

11.1 The decision helps to deliver the Council's vision namely "We will build a Blackpool where aspiration and ambition are encouraged and supported. We will seek to narrow the gap between the richest members of our society and the poorest and deliver a sustainable and fairer community, of which our communities will be proud."

12.0 Internal/ External Consultation undertaken:

12.1 The parents and community have been an integral part of the bid winning process and they have formed their own Better Start Partnership Group. They have been fully consulted on the bid and a number of parents and community organisations along with public sector strategy leaders spent two whole days in January planning the bid priorities, outcomes and projects. The community and parents have continued to be a part of the Better Start process.

13.0 Background papers:

13.1 Equalities Analysis

ONLY APPLICABLE FOR REPORTS WHICH WILL EVENTUALLY BE CONSIDERED BY THE EXECUTIVE/ CABINET MEMBER

14.0 Key decision information:

14.1 Is this a key decision? Yes

14.2 If so, Forward Plan reference number: 2/2014

14.3 If a key decision, is the decision required in less than five days? No

14.4 If **yes**, please describe the reason for urgency:

15.0 Call-in information:

15.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

15.2 If **yes**, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

16.0 Scrutiny Committee Chairman (where appropriate):

Date informed: 29th August 2014 Date approved: N/A

17.0 Declarations of interest (if applicable):

17.1 None

18.0 Executive decision:

18.1 The Executive agreed the recommendation as outlined above namely:

To agree the budget commitments and recommend Council to include these commitments when approving or reviewing the budget.

18.2 **Date of Decision:** 8th September 2014

19.0 Reason(s) for decision:

To consider the implications for the authority of the successful bid and funding envelope.

19.1 Date Decision published:

9th September 2014

20.0 Executive Members in attendance:

20.1 Councillors Blackburn (Chairman), Cain, Campbell, Collett, Cross, Jackson, Jones, Rowson and Wright

21.0 Call-in:

21.1

22.0 Notes:

22.1