Report to:	**CHILDREN AND YOUNG PEOPLE'S SCRUTINY COMMITTEE**
Relevant Officer:	Laura Chadwick, Head of Transformation/Principal Social Worker and Bertie Goff, Workforce Development Lead
Date of Meeting:	27 March 2024

BLACKPOOL FAMILIES ROCK

1.0   Purpose of the report

1.1   To update the Scrutiny committee regarding the Blackpool Families Rock, co-produced ethos. The way in which we work with families, work with each other and the way we as a council act.

2.0   Recommendation(s)

2.1   To review the Blackpool Families Rock co-produced ethos and model of working, to consider the impact that it has had upon the workforce and upon the families whom we serve.

2.2   To offer scrutiny and challenge of the work to date

3.0   Reason for recommendation(s)

3.1   To ensure the committee has an overview and understanding of the Blackpool Families Rock model and way of working, and provide challenge how to we ensure that this embedded at all levels within children's services

3.2   Is the recommendation contrary to a plan or strategy approved by the Council?   No

3.3   Is the recommendation in accordance with the Council's approved budget?   Yes

4.0   Other alternative options to be considered

4.1   Blackpool Families Rock has been co produced with parents who have had involvement with children's social care. The outcome of the integrated design has been a strength based, positive model of working has been produced. As a result, alternatives are not considered appropriate.

5.0   Council priority

5.1   The relevant Council priority is:

- 'Communities: Creating stronger communities and increasing resilience'

6.0   Background and key information

6.1   Blackpool Children's Social Care has had a long history of being a 'revolving door' local authority, by this we mean rapid escalation of children into statutory services and weaker outcomes from our statutory intervention. The high levels of deprivation, the challenging community we serve, only explains so much of our high numbers of children in statutory services and weaker outcomes. A significant part of the quality and impact of our social care service comes from the culture and approach of our staff – a more punitive, paternalistic approach where we 'do to' rather than 'work with' doesn't empower families for long-term success. Changing the culture, changing how staff work with our children, young people and families is crucial.

6.2   Developing our Blackpool Families Rock approach was a key part in changing the culture to improve the service we deliver. At its core Blackpool Families Rock is an overarching approach, our set of principles to how we work with families in Blackpool. Its development links to a core approach across Blackpool – co-production. Blackpool Families Rock was co-produced with staff, parents, and young people around 8 years ago and has been the backbone to the culture in Children's Social Care supporting steadily improved practice. At present we have a number of exciting further developments that are looking to build on Blackpool Families Rock as we continue to work on improving our social care service. Our Born into Care project and move into multiagency teams (using a Family Safeguarding approach) are building on this approach and the common thread through all of them is co-production.

6.3   Blackpool lives and breathes co-production better than most other local authorities in the country. Support from our Chief Executive downwards has been central to this success and funding a dedicated co-production team has also been crucial. It is important that staff and managers in our co-production team have the right values to support parents and young people with lived experienced, building trusting positive relationships with them. This means meaningfully sharing power in developing our services, giving people equal voice, valuing, listening and actively using their insight as we make ongoing changes to our services. We are keen to continuously build upon the amount of parents and young people who work alongside our services in order to co-production initiatives, ways of working which all contribute to the services we offer to families and the way in which work with them. We understand where they are in their lives, what they might be interested in, how they want to use their experiences and skills, and support them to be involved on their own terms, but also support their in

their development by providing opportunities to create a career and be paid for their input and for the work that they do.

6.4   We are rightly starting to be recognised for the quality of our co-production work, with other directors and local authorities asking to find out more about what we do. We also know we can still improve and are looking at the next steps as well as consolidating the co-production work we already do. It is influencing some of the ideas and potential services we are working on with our Born into Care project, in our multiagency Family Safeguarding teams, Family Hubs and more.

6.5   What we think has made a difference is the wider culture and strategic support for effective co-production – senior leaders practically supporting these teams and living and breathing Blackpool Families Rock principles and co-production values in their daily work. This is about the relationships our staff have with the people they serve in Blackpool – how they work – which is enabled and nurtured by how we manage and support them.

6.6   The Blackpool Families Rock ethos is embedded across our workforce, it is part of inductions for new workers, it features in interviews for new staff and it's at the heart of everything we do.

6.7   Does the information submitted include any exempt information?   No

7.0   List of appendices

7.1   See appendix at Item 5.

8.0   Financial considerations

8.1   None.

9.0   Legal considerations

9.1   None

10.0   Risk management considerations

10.1   None

11.0   Equalities considerations and the impact of this decision for our children and young people:

11.1   None

12.0   Sustainability, climate change and environmental considerations

12.1   None

13.0   Internal/external consultation undertaken

13.1   None

14.0   Background papers

14.1   None