

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 14th October 2015

Stronger Families

1. Achieving Two Year Olds in Middlesbrough

The Council has received a commendation from the Department for Education for the excellent progress made in relation to take up of the Achieving Two Year Olds (A2YO) offer. The A2YO offer is aimed at providing funded early learning places for children from the most disadvantaged backgrounds, to engage them in learning at the earliest possible opportunity. Research shows that children engaged in learning at two years old develop significantly faster than those that aren't, both in terms of social development and consequently educational performance. Although take up from disadvantaged communities in Middlesbrough has traditionally been poor, over 80% of eligible children are now taking up their 15 hour entitlement, compared to a national average of 63%. As the scheme will be extended to support the working parents of three and four year olds from September 2017, this provides a further opportunity to extend the impact of learning places for children in Middlesbrough, and increase the impact on school readiness.

Middlesbrough were placed 3 out of 12 in the North East, with the average take up being 74%, 3 out of 11 against our statistical neighbours with the average take up being 75% and 9th out of 152 nationally.

2. Peer Review of Early Help

A Tees-wide inspection of Early Help has been conducted by the Local Government Association, with a seven-strong review team looking at how the four Councils and their partners are working to reduce demand on acute services. The review looked at the delivery arrangements that are in place in each area, as well as the strategic overview of early help. One of the key elements of the review was to consider whether the partnerships and organisational relationships required to make early help effective were best managed in individual boroughs, or across Tees, in line with the existing health and Police infrastructure. Feedback from the review is expected in early October.

3. Family Relationship Course / Teen parenting

The Family Relationship course is delivered by Middlesbrough Community Learning. This course was initially delivered for parents of young offenders, young people causing problems on the estate and young people not attending education. Through work between staff in Stronger Families and Middlesbrough Community Learning It is now delivered to support parents to prevent all of the above and to help prevent the breakdown in relationships within the home.

We also invite partner agencies such as SECOS, Platform and the ASB team to deliver sessions. This provides parents with the knowledge of what their young people face in the community and the pressures of today's society. It also raises their understanding of how to keep their young people safe.

The course is well attended averaging between eight and ten parents. The April to July course had eight completers and a new course has just started this September. We are

currently working with Mind to look at providing taster courses for parents who are suffering from low self-esteem, confidence and depression; this is a commonality of a lot of parents that we support. Parents who have attended this course have said, "It has given me the confidence to say 'NO'".

"I don't shout at my children, I talk to them and listen to them now".

"I'm a new dad".

"I didn't think I would get anything from this course, but it has helped me look at things differently".

"I'm glad I'm not the only mum who needs a little help with bringing my children up".

One parent who recently attended the course went on to ask for further support in looking for employment as a result of help with CVs and job searching she now has secured a job in a care home. This was a joint piece of work between Stronger Families and Stronger Communities staff.

4. Literacy

There has been an exciting visit to Hemlington Children's Centre by Joanna Trollope (OBE) author and Trustee of the National Literacy Trust. Joanna had read about Early Words Together and was keen to find out more, she was already due to visit Middlesbrough and asked if she could come and meet some of the people involved. She met 3 of the parent volunteers that have been involved in Early Words together. She asked parent volunteers about what they had learnt from being involved, any barriers they had faced and what difference they felt it had made. She also spoke to staff who had been involved re the benefits and challenges of the programme. Joanna also gave them all a signed copy of her latest book. The parent volunteers were really passionate about the families they had supported through the Early Words Together programme and this came across during the visit.



5. Families Forward

Families Forward is an experienced integrated children and adults team working with the whole family. The team has been a part of Early Help and preventative services since April of this year and part of its remit is to support and develop practitioner skills in whole family working. One of the ways it is doing this is by delivering training to adult and

children's professionals across all levels who work with families both directly and/or indirectly to support sustainable change- *Achieving Sustainable Change (ASC)*.

This forms part of the Councils core workforce training and is also commissioned externally to neighbouring local authorities. ASC is very much a skill based course with plenty of opportunity to practice and learn, significantly it considers whole system engagement to meet both the adult and the child needs. We welcome participants from senior managers to peer mentors and volunteers to support positive change in families.

Over the past 16 months 200 practitioners have been trained from a range of adult and children's services and the programme continues to build providing core skills and knowledge for practitioners to work effectively with families and improve outcomes for children and young people.

6. BME Nomination - Newport Youth Team

The Newport Youth Team has been shortlisted as one of three potential winners as an 'outstanding organisation' at a BME awards ceremony which takes place on Friday 25th September. The team deliver two youth sessions (juniors and seniors) on a weekly basis from the Newport Hub in partnership with PL Kicks and BECON. A range of activities are offered so that staff can engage with the young people who attend so that they receive the benefit of an informal educational curriculum that is rolled out across the year. Due to the highly multi-cultural and diverse make-up of the local area, the young people who attend are from a wide range of BME backgrounds and the team have had to adapt their delivery to meet the differing cultural needs and issues that have arisen. This has been challenging whilst exciting and the team continue in their attempts to develop their approach and improve upon the service they offer within the Newport community.

7. Martonside Children's Centre

Martonside Children's Centre held a 10 year birthday party celebration on August 25th which also supported Macmillan Cancer Support raising £64 through the sale of cakes and a raffle. Prizes were donated by staff and families to support this good cause. Families attending enjoyed the event and helped raise the profile of the Children's Centre and the Stronger Families Service. We had 17 attendees and have recruited 6 parents onto the Creative Kits Course from this. One new family attended the centre for the first time, and staff were able to engage with them to apply for A2YO.

Stronger Communities

8. DCLG Visit

On the 23rd September the Department for Communities and Local Government (DCLG) visited Middlesbrough to hold a series of strategic meetings with key members of the Executive and senior leadership of Middlesbrough Council.

The broad objective of the visit was to understand effective service transformation in Children's Social Care within the wider system of family support and early intervention.

Whilst in Middlesbrough the team engaged in discussions to explore:

- What works?
- Models and practice
- Drivers for change
- Challenges and opportunities

Feedback following the visit was very positive and resulted in DCLG requesting to continue their strong relationship with Middlesbrough and explore the potential of future collaboration with new national initiatives. The visitors also stated that they will be using models of the 'best practice' that they observed in Middlesbrough to influence future development of policy.

9. Prevent Briefing

As part of the Council's response to the new statutory duty to "have due regard to the need to prevent people from being drawn into terrorism", a session is being set up for Elected Members to be briefed on the work that is being undertaken locally to provide help to prevent people from being drawn into terrorism. This will include the practical steps being taken to ensure people are given appropriate advice and support through a wide range of sectors (including education, criminal justice, faith, charities, online and health) where risks of radicalisation have been identified nationally. Key to this will be the information provided to front line staff, and Elected Members in their role as Ward Councillors around identifying vulnerable people at risk of being radicalised.

10. Better World Books – LEAP Grant for Dementia Project

The service has been awarded a £1,000 project grant from Better World Books, who operate an awards programme to address the needs of under-served populations in their community.

The project will see the service work in partnership with Community Learning and the local Alzheimer's Society to capture the life stories and experiences of people living with dementia and their carers. These stories will be turned into a book which will then be available for loan from all Middlesbrough Libraries.

11. Summer Reading Challenge

The service participates in the annual Summer Reading Challenge campaign to encourage children to read for pleasure during the Summer Holidays. The theme of the challenge this year was 'Record Breakers' and children were encouraged to read 4 to 6 books over the holidays to complete the challenge. Young volunteers helped to promote and help with the challenge and results showed a positive increase in participation from the previous year.

This year, 975 children signed up for the challenge, and 433 actually read between 4 – 6 books to complete the challenge. Last year, 726 children signed up, with only 266 finishing. All the children who completed the challenge were invited to an awards ceremony at the central Library with their families – over 180 children attended.

Middlesbrough Literacy Hub offered to pay for an author visit for the schools with the highest percentage of joiners and the highest percentage of completers against the numbers on their school roll. The highest percentage of joiners was Thorntree Primary with 25% of their children joining the scheme. The highest percentage of completers was Breckon Hill with 10% of their children completing the challenge.

Public Health

12. Big Lottery Fund

Middlesbrough has been selected by the Big Lottery Fund as one of 12 areas to deliver a programme to improve mental health and resilience for 10-16 year olds. Middlesbrough

Council has been awarded £900,000 to deliver a test and learn programme until July 2016.

The ultimate aim of the programme is to equip young people with resilience to prevent mental health problems occurring in the first place, and to build the evidence base for prevention, early intervention and service redesign. BLF are looking to fund projects that will bring about the following outcomes:

- Young people are better able to cope in difficult circumstances and do well in school and in life.
- Building resilience that helps to prevent the onset of common mental health problems.
- Learning from different approaches and contribute to an evidence base for investment in prevention and early intervention.

We are taking an ecological approach to the development of our model which places children and young people at the centre surrounded by family, friends, communities and schools which are wrapped around with prevention and early help services and specialist services all supported by system wide commissioning and planning.

The delivery model will take a whole family approach through the development of local HUBS that provide services within and around schools to meet the needs of children, young people and their families. The model focuses on four key areas:

- a child's time and experience at school
- their ability to access the community services they need
- their home life and relationship with family members
- their interaction with digital technology

Middlesbrough Council as accountable body has been awarded £970,000 to deliver a test and learn pilot until July 2016. Three secondary schools are the focus of the pilot: Unity City Academy, Acklam Grange and Trinity Catholic College, along with their feeder primary schools. The Reach Partnership has been commissioned through a competitive process to deliver a range of services within schools and the wider community.

Further funding of up to £10 million, subject to a satisfactory and robust business plan, will allow a town-wide roll out of the HeadStart model over a 5 year period.

13. Headstart Update

A group of young people involved in Headstart took part in two weeks of summer activities provided by the Reach partnership and The Bungalow to improve their emotional wellbeing and support them in transitioning to secondary school. Activities included gymnastics, football skills, a tour of Middlesbrough Football Stadium, chance to design your own football shirt, music sessions where young people got the chance to write their own rap and play the drums. Outdoors activities included Forest Skills – learning to make a camp fire and build a den.



14. Healthy Child Programme

Prior to the Healthy Child Programme being published, Public Health carried out a number of market engagement events to stimulate the market and work collaboratively with providers to develop the service specification and procurement approach.

The HCP 0-19 tender was published on 18th August with the submission of the Pre-Qualifying Questionnaire stage by 18th September. Five organisations have submitted at this stage which has given a clear indication that there is market interest in providing this service. The organisations include three Foundation Trusts (NHS); a Community Interest Company and a private provider.

Following the financial assessment, successful providers will be invited to tender for the service by 9th October. Should there be a successful provider at this stage, the contract will be awarded October/November.

Due to the level of interest, it is therefore unlikely that the service will need to be brought in-house. However, Public Health is continuing with the twin track process to ensure the Council has the right infrastructure in place to facilitate a smooth transition should there be further market failure.

Whether the service is provided by an external provider or internally via the Council, Public Health are aiming to have a new service in place by 1st April 2016.

15. Cancer Prevention

A strategic group has been established by the Public Health team to join up the range of work currently being provided locally around tackling cancer in Middlesbrough. This multi-agency group will coordinate a local approach to cancer with a particular focus on prevention and early detection. In addition to managing oversight of local provision and trends in relation to cancer, the group will be action focused around three dedicated work streams:

1. Geographical targeting – in-depth asset / community map of Central Ward (Middlehaven and University) to look at facilities, people and services with a view to improving the health and wellbeing offer in relation to cancer prevention. Central ward has been chosen due to high cancer prevalence (both for incidence and mortality) and its diverse community

2. Targeted lung cancer campaign – based on insight gained from Central ward – town wide awareness raising campaign to encourage early diagnosis and prevention (linked to smoking cessation messages etc.). We have chosen to deliver a specific campaign around lung cancer given the high mortality rates for both men and women in Middlesbrough.
3. Long term lifestyle / changing perceptions campaign – overall lifestyle / risk factors awareness raising campaign to encourage real and lasting behaviour change. This will include a range of engagement methods and a multi-agency approach to ensure consistent messages. The programme will include various key strands:
 - Real life stories from Middlesbrough residents
 - 'Lead by Example' partner engagement
 - Engagement of businesses to promote corporate awareness and employee health
 - Targeted work with specific groups (learning disabilities, BME)
 - Education programme for schools / young people
 - Screening promotion via screeningsaveslives (building on recent cervical screening campaign)
 - Specific awareness of individual cancer signs and symptoms linked to national campaigns