

FULFILLING LIVES: A BETTER START

Report of the Executive Director of Children's Services and Director of Programmes at Groundwork North East

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to provide the Health and Wellbeing Board with an understanding of what Big Lottery is looking for in a winning bid for its *Fulfilling Lives: A Better Start* programme.

2.0 BACKGROUND

- 2.1 Sunderland has been successful in its Expression of Interest for the Big Lottery (BIG) programme *Fulfilling Lives: A Better Start* and the city has now been invited to submit a Stage One Application form by 7th June 2013, along with 36 other local authority areas (see Appendix 1).
- 2.2 Ultimately, three to five local authority areas will receive between £30 – £50 million to deliver a step change in the use of preventative approaches from conception to 3 years of age, to improve the life chances of disadvantaged and vulnerable babies and young children. Grants will be awarded to VCS-led partnerships involving all relevant local public agencies, including the local authority and local health agencies, and will be paid out over 8 –10 years. Each area is expected to deliver a range of joined up programmes and initiatives to support three key areas that affect a child's life chances: social and emotional development; communication and language development; and diet and nutrition.
- 2.3 Each area must also achieve a 'systems change' both in the way that local health, public services and voluntary sector work together to improve outcomes for children, and in terms of the way that money and services are organised so that public spending shifts to the earliest years of life.
- 2.4 BIG require the targeting of wards that perform poorly against key indicators of child development (child poverty, low birth weight births, child development at age 5 and obesity at year 6). A cluster of six wards has been identified in Sunderland, these being Hendon, Millfield, Pallion, Redhill, Southwick and St Anne's.

3.0 CURRENT POSITION

- 3.1 A multi-agency 'Steering Group', led by Groundwork North East, has been established to shape Sunderland's bid and drive forward change in the three outcome areas identified by Big Lottery. Membership is currently drawn from the local authority, the VCS, a range of health partners, schools and Gentoo. A smaller 'Core Development Group' is responsible for the actual writing and development of the bid.
- 3.2 The intention is to use the Steering Group to help develop the city's future strategic direction in terms of early years support. Whilst the group's focus is to develop the bid, the aim is to develop a model that supports the city's commitment to Strengthening Families and is able to be taken forward regardless of whether the bid is successful.
- 3.3 Advice and guidance received from BIG to date suggests that the assessment panel will be looking for bids which demonstrate following:
- **Health is at the heart of the bid** – the involvement of GPs, Health Visitors, Midwifery, and A&E in developing the potential delivery model is crucial
 - **An ability to leverage mainstream funding** – a commitment from statutory partners to provide financial and/or in-kind resources to enable sustainability
 - **An overall systems change** – the emphasis should be on prevention, co-production, progressive universalism, and integration

A summary of key messages has been appended to this report (Appendix 2).

- 3.4 A verbal update on the direction of the bid will be provided at the meeting. The final stage 1 bid submission is still 'work in progress.'

4.0 OPPORTUNITIES

- 4.1 This programme is seen as an important opportunity for Sunderland to achieve the type of transformational change espoused in its Health and Wellbeing Strategy, one which is necessary if the city is to be successful in reducing not only health inequalities but also public demand on more costly services in the longer term. The initiative provides an exciting opportunity to pilot new ways of working harnessing an assets based approach and the wider principles of the Health and Wellbeing Strategy. The aspiration is to develop a multi-agency commissioning model that galvanises resources to support prevention and early intervention for children and their families in the early years of life.
- 4.2 The BIG programme represents a significant leadership opportunity for the City of Sunderland, providing partners with the space to develop and test new

approaches to prevention and early intervention. The city's approach to Strengthening Families has already been recognised as national best practice and 'A Better Start' provides Sunderland with an opportunity to cement its position at the forefront of innovative service design and delivery.

5.0 RECOMMENDATIONS

5.1 Members of the Board are asked to:

- a) note the report;
- b) provide feedback on the proposed direction of the bid; and
- c) begin to consider how each partner can contribute to the Better Start project, including through the commitment of mainstream resources.

Fulfilling Lives: A Better Start – Stage One Applicants

The following local authorities have been successful in their Expression of Interest and have been invited to submit a Stage One Application form by 7 June 2013.

- Blackpool
- Bolton
- Calderdale
- Coventry
- Croydon
- Ealing
- Enfield
- Essex
- **Gateshead**
- Haringey
- Lambeth
- Leicester
- Liverpool
- Lewisham
- Luton
- Medway
- **Middlesbrough**
- **Newcastle**
- Norfolk
- **Northumberland**
- Nottingham
- Plymouth
- Reading
- **Redcar and Cleveland**
- Rotherham
- Sandwell
- Sheffield
- **South Tyneside**
- Southampton
- Southend
- **Stockton**
- Stoke
- **Sunderland**
- Telford
- Tower Hamlets
- Wakefield
- Waltham Forest

Fulfilling Lives: A Better Start – What is Big Lottery looking for?

Key Messages

1. Leadership

- Strong leadership and commitment at the strategic and senior level
- Successful partnerships will become flagship areas for a new approach to early years
- The whole city must demonstrate a willingness and enthusiasm for change

2. Health is at the heart of the bid

- Health should have a leading role in developing our approach – involvement of GPs, Health Visitors, Midwifery, A&E is crucial
- Language of health professionals needs to be written into the bid
- Our approach should cover the 5 elements of the Healthy Child programme (immunisation, screening, health promotion, parental support, child development).

3. An ability to leverage mainstream funding

- Big Lottery will not fund any statutory activity
- We need to demonstrate that partners are willing to commit resources (financial and/or in-kind) to the project

4. An overall systems change

(i) Prevention and early intervention

- Shifting resources from reactive services and older children to prevention and youngest children
- Preventing harm before it occurs – importance of nutrition in pregnancy; maternal and infant mental health; communication and language development; attachment / interaction between parent and child
- Getting it right first time for child and family
- Identifying and addressing risks early – importance of assessments (e.g. parent/child attachment) and upskilling practitioners to carry out assessments effectively

(ii) 'People powered change' – collaboration and co-production

- Children and families are at the heart of design and delivery
- Our approach is informed by family insight – improve our understanding of families' current experiences and barriers
- Strengthening the role of communities in improving outcomes for children

(iii) Progressive universalism

- An increased focus on vulnerable children and families – “support for all, with more support for those who need it most”

(iv) Integration

- Joint vision, joint investment, joint commissioning
- More coordinated working between agencies/portfolio of projects – seamless pathways for families
- Exploring integration, co-location, new delivery vehicles, including pooled budgets

(v) Evidence based practice

- Focus on the science – interventions need to be underpinned by theory and supported by evidence (ideally RCT, and fidelity essential)
- Understanding the impact of what we do – build evaluation into our approach