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6th annual conference

Sure Start 08
Securing the Future

Tuesday 30th September 2008, New Connaught Rooms, London WC2

Delegate Guide

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4th Annual
Healthy Eating in Schools 08

Increasing Take-up of Quality Food

Wednesday 29th October 2008, Inmarsat Conference Centre, London EC1

"Over three million children are eating school dinners – a rise of 50,000 on last year. We've turned a corner in primary schools and the steep fall last year in secondary schools has been halted...But we know there is still a huge job ahead"

Rt Hon Ed Balls MP
Secretary of State for Children, Schools and Families, 10th July 2008

Keynote speaker:

Rt Hon Ed Balls MP
Secretary of State for Children, Schools and Families

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Speakers include:

Beverley Baker
National Vice Chair, LACA

Jackie Schneider
Merton Parents and National Campaigner

Paul Sacher
Research Director, Mend and Trustee, National Obesity Forum

Claire Patton
Headteacher, Maybury Primary School, Hull

Joe Harvey
Director, Health Education Trust

Rosemary Denison
School Meals Strategy Advisor, Leeds Education

Conference chair:

Baroness Maggie Jones
Vice Chair, School Food Trust

Media partner

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Agenda

(Subject to change)

09:15 Registration, refreshments and exhibition

Session One

10:00 Welcome from Conference Chair
Steve Alexander, *Chief Executive*, Pre-school Learning Alliance

10:10 Overview: Lessons from the national evaluation
Professor Edward Melhuish, *Executive Director*
National Evaluation of Sure Start and Professor of Human Development, Birkbeck University of London

10.25 Opening Address:
Kevin Woods, *Assistant Director*, Children's Centres and Extended Schools, Department for Children, Schools and Families

11.00 Measuring impact: Effective family support and targeting the hardest to reach
Gordon Jeyes, *Deputy Chief Executive*, Cambridgeshire County Council

11.15 Effective strategies for achieving economic wellbeing and tackling child poverty
Sally Knock, *Strategy and Stakeholder Engagement Team*, Joint DCSF/DWP/HMT Child Poverty Unit

11.30 Questions and discussion

11.45 Refreshments and exhibition

Session Two

12.15 Diversifying funding streams: strategies for sustainability
Susan Roberts, *Programme Director*, Five Children and Families Trust
Robbie Davison, *Enterprise Advisor*, Five Children and Families Trust

12.30 Panel discussion: Integrated and responsive services: Improving multi-agency partnership working

- **Maxine Bretherton-Budd,** *Strategy and Partnerships Director*, Together for Children
- **Dame Anna Hassan,** *Executive Head*, Daubeney Primary School and Millfields Community School
- **Gordon Jeyes,** *Deputy Chief Executive*, Cambridgeshire County Council

13.15 Buffet lunch and exhibition

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Session Three: Key issue Seminars (14.15 -15.15)

Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first come, first served basis and are subject to maximum capacities.

1. **The Child Health Promotion Programme: New Duties for Children's Centres**
   Kate Billingham, *Project Director*, Family Nurse Partnership/ Child Health Promotion Programme
   SEMINAR LOCATION: EMPIRE ROOM

2. **Reducing inequalities in the most deprived areas: practical toolkit for measuring impact**
   Maxine Bretherton-Budd, *Strategy and Partnerships Director*, Together for Children
   Annie Clouston, *Childrens Centre Leaders Network Coordinator*, Together for Children
   SEMINAR LOCATION: CAMBRIDGE ROOM

3. **Reconfiguring services for phase 3: building on existing provision by working in partnership with the PVI sector**
   Julian Gibbs, *National Development Manager*, National Day Nurseries Association
   SEMINAR LOCATION: BALMORAL ROOM

4. **How to deliver effective outreach support to hard-to-reach families**
   Rose de Paeztron, *Head of Strategic Development*, Family Welfare Association
   Zoe Larman, *Children's Centre Manager*, Family Welfare Association
   SEMINAR LOCATION: OXFORD ROOM

15.15 Refreshments and networking

Session Four: Key issue Seminars (15.45 -16.45)

Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first come, first served basis and are subject to maximum capacities.

5. **Reaching black and ethnic minorities: successes in promoting community cohesion**
   Maz Cave, *Children's Centre Leader*, Belgrave and Rushey Mead Sure Start Children's Centre, Leicester
   Felicity Middleton, *Community Development Co-ordinator*, Sure Start St Matthews, Leicester
   Anita O'Riley, *Early Years Team Leader,* Leicester City Council
   SEMINAR LOCATION: EMPIRE ROOM

6. **Supporting father-child relationships: a tailored approach**
   Mark Macey, *Dads Project Worker*, Portsmouth Sure Start Somerstown and Sure Start ABC
   Ann Kendal, *Programme Manager*, The Mortimer House and Gateway Children's Centres Bradford, The Children's Society
   SEMINAR LOCATION: CAMBRIDGE ROOM

7. **Improving communication, early language and literacy results: early reading connects approach**
   Julia Strong, *Deputy Director*, National Literacy Trust
   SEMINAR LOCATION: BALMORAL ROOM

8. **Rural challenges: cluster models for outreach in less disadvantaged areas**
   Kate Jones, *Children's Centre Cluster Manager*, Worcestershire County Council
   Cath Ellicott, *Children's Centre Operational Manager*, Worcestershire County Council
   SEMINAR LOCATION: OXFORD ROOM

16.45 Conference close

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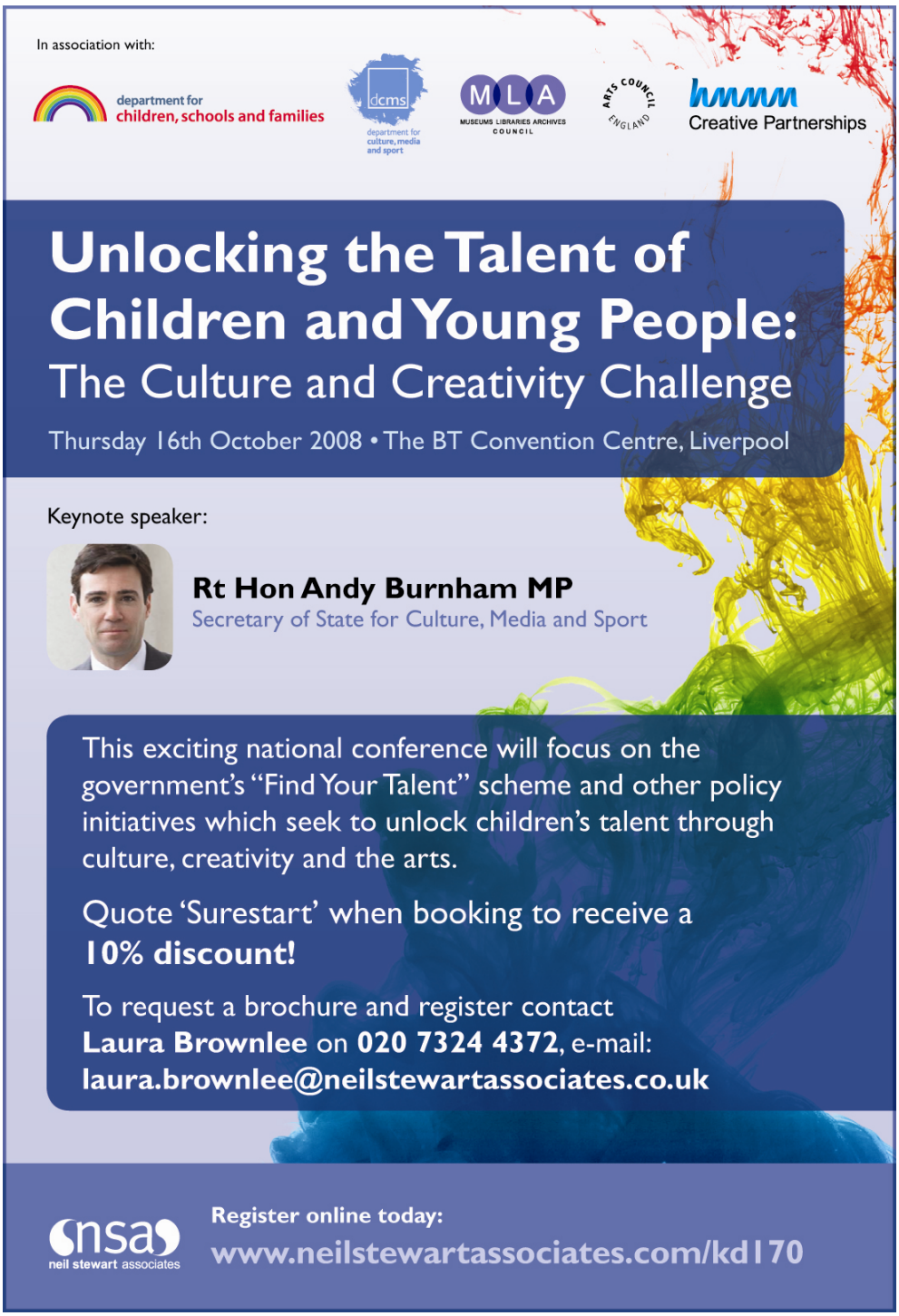
TITLE	FORENAME	SURNAME	POSITION	ORGANISATION
Mrs	Sasi	Srinivasan	Children's Centre Manager	Wembley Centre for Health & Care Children's Centre
Mrs	Sarah	Baker	Head of Centre	West Exe Children's Centre
Mrs	Jayne	Birbeck	Manager	West Exe Children's Centre
Mrs	Karen	Crome	HV Team Leader	West Exe Children's Centre
Ms	Yone	Doughty	Project Officer	Westminster City Council
Mrs	Jayne	Vertkin	Head of Children's Centres Development	Westminster City Council
Mr	Tony	Ammet	Headteacher	Winterbourne Nursery and Infant School
Mrs	Helen	Wallace	Children's Centre Manager	Winterbourne Nursery and Infant School
Ms	Cath	Ellicott	Children's Centre Operational Manager	Worcestershire County Council
Ms	Kate	Jones	Children's Centre Cluster Manager	Worcestershire County Council



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Speaker Biographies

(*Biographies are shown in alphabetical order by surname*)

Steve Alexander
Chief Executive
Pre-school Learning Alliance

Steve Alexander is chief executive of the Pre-School Learning Alliance. Previously Steve was chief executive of the British Dyslexia Association. Steve's background includes over 25 years experience in a variety of senior roles in the NHS, local authority and voluntary sectors. Steve went on to achieve a MBA and undertake doctorate research on managing change.

Kate Billingham
Project Director, *Family Nurse*
Partnership/ Child Health Promotion Programme

Kate Billingham originally trained as a paediatric nurse before becoming a health visitor. She worked as a health visitor for 10 years before setting up a health project for young parents in Nottingham. Since then she held a number of posts in primary care and public health development before working as a public health specialist in Sheffield. Kate joined the Department of Health in 2001 where she was deputy chief nursing officer at the DH until June 2007 when she became the project director for the family nurse partnership programme. She is a visiting professor at Kings College London and Fellow of the Queens Nursing Institute and The Faculty of Public Health.

Maxine Bretherton-Budd
Strategy and Partnerships Director
Together for Children

Maxine Bretherton-Budd was born in Preston, Lancashire. She trained as a teacher, specialising in teaching pre-school children with special needs. Her first job was as a reception teacher in a special school in Peckham, South London for children with severe learning difficulties. Maxine then became a home school liaison teacher covering Brixton, Bermondsey, Peckham and Lewisham, visiting pre-school children with special needs, and helping their families manage the transition from home to school. Maxine then moved to a deputy headship of a special school in Croydon, during which she did a placement in a unit for young people with autism. She then worked in Brent as a senior pre-school worker, managing the Portage Scheme and co-ordinating "packages" of care for pre-school children and their families co-ordinating speech therapy, physiotherapy and peripatetic teacher time. Her next role was in Liverpool as assistant education officer, Early Years and Play. She managed six nursery schools, worked with 98 nursery classes plus a private and voluntary sector of around 300 providers. This post was part of a multi-agency team that developed the first Early Years strategy for the city.

Maxine was then appointed lead officer for early years and childcare for Cheshire County Council. In 2003 she was seconded to co-ordinate the development of Cheshire children and young people's strategic partnership. This role supported the development of systems of joint working across health, social services, education and other key statutory and voluntary partner agencies, to deliver better outcomes for children and young people. In May 2006 she was appointed to the post of county manager - children's services development. In this role she continued her earlier work with the children and young people's strategic partnership leading the development and implementation of children's trust arrangements for the County. In January 2007 Maxine joined Together for Children as director for strategy and partnerships, committed to delivering the national programme of Children's Centres. She has responsibility for developing relationships and making links with key delivery partners as well as with organisations e.g. Dept Health, JCP, to ensure CC's are at the centre of the development of integrated services.

Maz Cave
Children's Centre Leader
Belgrave and Rushey Mead Sure Start Children's Centre, Leicester

For the last 33 years Maz has worked in the social care and health field from 1975 to 2008. She has worked as a qualified nursery officer, progressing to an officer in charge of a children and family Centre. In 1996 Maz decided to extend her range of skills and gain new experiences so she applied and completed the diploma in social work. Maz was then employed in the Mowmacre, child care team as a social worker and then progressed to senior practitioner covering for the manager in the absence of a permanent team manager.

Maz was successful in her application as a Sure Start Children's Centre Leader in June 2004. The children's centre is within the inner city and serves the Asian community and 80% of the service users are Hindu and Gujarati speaking. Maz has been responsible for coordinating services and managing an integrated staff team of around 40 staff members these include health staff, teacher, community nursery officers, other service providers such as STAR (supporting tenants and residence) and welfare rights officers.

Annie Clouston
Childrens Centre Leaders Network Coordinator
Together for Children

Annie's professional background is in social work, although her first was as a secondary school teacher for VSO in Nigeria. In her mid-twenties she was sponsored by the home office to train as a probation officer and Annie worked with offenders. She then went on to became a court welfare officer, where Annie trained in family therapy. Following a spell as a family centre manager, Annie became a child protection coordinator and independent CP conference chair. During the 7 years she held this post Annie completed an MA in Women's Studies and an Advanced Award in Social Work, and became hugely aware of the power of continuous learning to the bewildered practitioner desperate to do their job better.

Annie then got the job of starting the Sure Start local programme in Northampton. Annie was very fortunate to be able to be a pilot participant in the National Professional Qualification for Integrated Centre Leadership (NPQICL) in 2004. Since completing the NPQICL Annie has worked on the development and delivery of the programme - as a programme consultant to the national roll-out, a researcher, a writer of materials, a tutor, assessor and more recently as a mentor. Annie and her colleague Sue Webster have been recently appointed by TfC and the National College for School Leadership (NCSL) as joint coordinators of the children's centre leaders network, a new national forum for developing excellence in children's centre leadership.

Robbie Davison
Enterprise Advisor
Five Children and Families Trust

Robbie is the P/T enterprise adviser. He has worked for 20 years in senior management for a variety urban regeneration programmes. Robbie has managed charities, set up social enterprises, managed community projects which have received national acclaim and directed teams of over 40 people and project budgets exceeding £3m annually. In his social enterprise role he spent seven years at the furniture resource centre, leading various teams and was part of the management team who negotiated the set up of CREATE the white goods charity – both organisations are held up as exemplar social enterprises. Robbie also spent five years leading a community regeneration team within a housing association. He has led sales and marketing campaigns with considerable experience of devising and leading specific projects. He has extensive experience of working with funding bodies, raising millions of pounds in public and community settings. Robbie is a fellow of the school for social entrepreneurs (London) and also works with the school for social entrepreneurs (Liverpool) as a mentor to the director and a number of the trainees. He will complete his Masters in social enterprise by Christmas 2008.

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Cath Ellicott
Children's Centre Operational Manager
Worcestershire County Council

Cath Ellicott is currently the children's centre operational manager for Worcestershire county council with responsibility for overseeing the performance of 25 children's centres across the county. Eight of the centres are directly managed by WCC across both rural and urban areas. The other centres are managed by a range of organisations from all sectors. This experience has enabled Cath to link strategic priorities with operational developments. Cath has been in post since the children's centre initiative was first developed in 2004. Before that she managed the childcare development team overseeing the neighbourhood nursery projects and out of school provision. She also has experience of managing a team that supported children with special needs and disabilities. In her twenties Cath worked in the private sector as a computer programmer. Bringing up three children of her own inspired her to gain a childcare qualification and work with young children. She now has a Masters in Education Management and Leadership.

Julian Gibbs
National Development Manager
National Day Nurseries Association

Julian, who started off as a community development officer in the former coalfields of North Nottinghamshire, has worked with NDNA since 2006, leading on business development and community engagement with the PVI sector and local authorities. Prior to this he held a number of posts, including that of a social care adviser for VSO in Bulgaria, the Children's Legal Centre International Development Manager in Romania, and Project Manager for DFID in Bulgaria.

Julian read Sociology and History at Staffordshire University and has a Masters degree in Social Work from Nottingham University. He is currently studying for a leadership and management qualification, with the Institute of Leadership and Management. His interests include politics. He is the Chair of VSO Suffolk, and has been a volunteer for various children and young people charities in the 15 years.

Dame Anna Hassan
Executive Head
Daubeney Primary School and Millfields Community School

Anna Hassan has worked in Hackney for over 29 years. She has held several senior posts in primary schools. She was then appointed as substantive head of Millfields community school in November 1993. Millfields community school & children's centre is a truly inclusive extended day community school in the true sense of the word. Anna is now executive head of Millfields and a local school in Hackney which has been partnered with Millfields. Anna mentors and support new heads in Hackney and across many authorities, she works closely with the British Council and overseas networks. The school has links with China, Russia, Holland, USA, Kenya and is a champion school for UNICEF. She is a governor trainer and works with the DCSF on education committees and local education authorities to support newly qualified teachers, head's and others. Her most recent work has been on succession planning.

She is the head teacher Rep on the SACRE Committee, and represents the heads on the education forum. She is also on the Early Years Partnership and the EMAS Steering Groups and a governor of a local Community College. Anna is passionate about supporting pupils to learn how to become lifelong learners. Personal, social & moral education is a core curriculum area throughout the school. Parental involvement and community development are highly important issues on her school improvement plan. The school has recently been re awarded 'Investors in People' status with staff training supported by 'Localised Management Strategies' a key point on every agenda. She was awarded an Honorary Fellowship in November 2005 from The University of Gloucestershire and is a member of the University Court. She was made Dame Commander of the British Empire in the 2006 New Year Honours List for services to education.

Gordon Jeyes
Deputy Chief Executive
Cambridgeshire County Council

Since March 2005 Gordon has served as deputy chief executive with Cambridgeshire County Council. From December 2007 to March 2008 he was acting chief executive leading on the integrated planning process and the arrangements for the Local Area Agreement. Previously Gordon was director of education services, Stirling Council, 1995-99 and in August, 1999, assumed additional duties for children's social work and became the UK's first director of children's services.

Gordon has provided advice to governments in Scotland, Ireland and at Westminster on the development of children's services and has provided keynote addresses on children's rights and service provision in the United Kingdom and USA. In addition to his duties in Stirling, Gordon was general secretary for ADES (1999-2003), education adviser to COSLA (1997 – 2001) and a management adviser to SNCT. He was chair of the Anti-Bullying Network and a member of the SEED Review Group on Youth Crime. He was a member of the Ministerial Strategy Group on continuing professional development (Teachers) and the National Youth Justice Strategy Steering Group.

From June 2004 to autumn 2005 Gordon served on Scotland's cultural commission. He also chaired Scotland's first urban regeneration company. A million years ago he began his career as a teacher in the shadow of Barlinnie in the east end of Glasgow.

Kate Jones
Children's Centre Cluster Manager
Worcestershire County Council

Kate currently works in the capacity of children's centres cluster manager for Wychavon, a largely rural area of Worcestershire, taking in the towns of Droitwich, Evesham and Pershore. One of the centres she manages was the first in the county to be designated in 2003 and grew out of a mini Sure Start.

Kate began her career as a community and youth worker in South Wales, where she grew up, originally working in centres in Cardiff and Merthyr Tydfil. Kate started to work for Worcestershire County Council in 1993, originally as a youth worker in Redditch, where she focused on developing work with young parents. Kate later worked for several years in the family support team within children's social care before taking up her current post in the children's centres team in 2003.

Ann Kendal
Programme Manager
The Mortimer House and Gateway Children's Centres Bradford
The Children's Society

Ann was appointed to work with The Children's Society in the post of Sure Start local programme manager in 2003, on the basis of her experience of managing multi agency teams. The skills she had developed as a youth offending team manager were directly transferable to Sure Start children's centres. Ann now manages two Bradford children's centres, offering the full core offer, including integrated education and childcare. She also manages an Asian Fathers project, lead by The Children's Society and integrated into Children's Centres and extended services. This project challenges the stereotype that fathers, especially those from ethnic minorities, are a 'hard to reach' group.

Sally Knock
Strategy and Stakeholder Engagement Team
Joint DCSF/DWP/HMT Child Poverty Unit

The Child Poverty Unit was set up in autumn 2007 to coordinate and drive forward action to meet the government's target of ending child poverty by 2020. The Unit consists of policy makers, strategists, researchers, statisticians and economists from the Department for Children, Schools and Families; the department for work and pensions, and the treasury, and a secondee from Barnados. Sally Knock has been a member of the unit since January, and was involved in writing the document 'Ending Child Poverty: Everybody's Business', which was published alongside Budget 2008. Sally is currently

leading a project to tackle child poverty through increasing parental employment in London. Prior to this role, Sally held a number of posts within the department for education and skills, including working in the office of Beverley Hughes, minister for children, young people and families. Sally has also worked for the department for education in Sydney, Australia.

Zoe Larman
Children's Centre Manager
Family Welfare Association

Zoe Larman's career background is in early year's education, including management of crèche facilities within Sure Start settings. Zoe has additionally trained as a counsellor and her current role is in leading and managing the team within a busy multi-agency children's centre.

Mark Macey
Dads Project Worker
Portsmouth Sure Start Somerstown & Sure Start ABC

Mark works for Sure Start in Portsmouth, his primary role is to provide support and be a point of reference for fathers and male carers. From the 1st October 08 the project is going to cover the whole of the area and Mark is looking forward to see the developments for the care and support for dads across the nation.

Professor Edward Melhuish
Executive Director
National Evaluation of Sure Start and Professor of Human Development
Birkbeck University of London

Edward Melhuish has studied the development of pre-term babies; the children of psychiatrically disturbed parents; social, linguistic and cognitive development; emergent literacy; day care and the evaluation of policy initiatives. His earlier work influenced sections of the 1989 Children Act. He has regularly collaborated with social, biological and medical scientists in studying child development and the influence of experience. Currently he is involved in the effective provision of pre-school education (EPPE) and effective pre-school provision in Northern Ireland (EPPNI) and the national evaluation of Sure Start, which are informing policy formation, such the 2004 Children Act and the 2005 Childcare Act. He is a scientific advisor to the Nordic Research Council and the Academy of Finland, the Portuguese Research Council, the Australian Research Council and Chile.

Felicity Middleton
Community Development Co-ordinator
Sure Start St Matthews, Leicester

Felicity has had over 28 years experience of working with diverse communities in Leicester and Leicestershire. She is a qualified social worker who has worked with disadvantaged individuals and families and has also taught on childcare and social care courses in FE colleges and in the community. She has established and managed a number of projects in Leicester including the first Gingerbread Lone Parent project, and the first Children's Information Service.

Felicity's great passion is community development work. She has worked with many Asian communities in inner city areas, on an outer council estate for Sure Start and is now the community development co-ordinator at Sure Start, St Matthews, working with a predominantly Somalian community.

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Anita O'Riley
Early Years Team Leader
Leicester City Council

Anita has worked in the multi-cultural, inner-city, Highfields area of Leicester, for most of her working life. She is currently managing early years provision (NEG funded playgroup, crèche, stay and play and after school care) which is based in a community centre in Highfields. Anita was previously working as a community tutor in a primary community centre in the area, managing and developing a wide range of multi cultural/ethnic groups, such as stay and plays, adult education classes and their creches, family education groups, youth groups etc. Anita and her team have been successful in reaching many hard to reach communities, developing services specifically tailored to their needs. She have also been on the management committees of a number of voluntary organisations in the area which have developed projects to cater for specific needs, such as employment/ESOL training, single parent holiday groups, out of school care, anti racist education, black children/white mums etc.

Rose de Paeztron
Head of Strategic Development
Family Welfare Association

Rose de Paeztron is head of strategic development for Family Action (formerly FWA). She has over 25 years' experience within the voluntary sector, primarily in adult and family social care. Her career spans training and development, working with parents and families, adult couple/group therapy and supervision, substance misuse. Her current role within Family Action supports and develops new and existing services as well as promoting and supporting practice development within the organisation and externally across the sector as a whole.

Susan Roberts
Programme Director
Five Children and Families Trust

Following a 15 year career in human resources and employee relations with British Rail with parallel voluntary roles within the local community and trade union, Susan Roberts worked as part of the Speke Garston SRB programme within the community development team. She was actively involved in the development of Sure Start leading on all aspects of community consultation and family involvement. Appointed into the role of director in 2001, she began to redesign the delivery plan according to her principles of community development. The role of director has brought with it many challenges and she has been successful in raising an additional £2.5 million to complement the Sure Start Local Programme funding. She has successfully managed the capital build programme for the existing children centre and built up a staff team of over 50 people most of who are local residents.

Currently she directs the children centre and with her senior management team leads on the development of an exciting new phase of service expansion broadening both the target age range and charities reach through a mixture of grant funding and enterprise expansion. She is responsible for ensuring that the charity fulfils all of its legal and contractual obligations within a high quality framework.

Her consistent approach to family and community involvement has placed the charity in a strong position to act as an area advocate for children young people and families, ensuring they remain a consistently high priority in terms of strategic development and resource allocation within both citywide and neighbourhood plans.

Julia Strong
Deputy Director
National Literacy Trust

Julia has run a large number of primary conferences featuring nationally recognised consultants and headteachers and was adviser to Pie Corbett in developing the Talk For Writing materials for the National Primary Strategy that have been adapted for the Early Years Foundation Stage. As director of the National Reading Campaign, she is now developing Family Reading Matters – a strategy to support literacy in the home. She also initiated Reading Connects which provides a support network to get the whole school reading with an emphasis on involving families.

She is currently working with a range of early years partners to develop Early Reading Connects (see www.readingconnects.org.uk. This aims to support early years settings in encouraging a love of language, stories and reading with the young children in their care alongside engaging and involving the children's families in this process.

Kevin Woods
Assistant Director
Children's Centres and Extended Schools
Department for Children, Schools and Families

Kevin Woods is an assistant secretary in the Children's Centres and extended schools division at the department for children, school and families. He has responsibility for the delivery of the government's children's centres and extended schools targets and also leads on partnership working with health and JCP for both programmes. Kevin is a career civil servant who previously worked in the department of health.

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