Sure Start Children's Centres

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Sure Start Children's Centres and Extended School Division

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The big picture

- Children's Plan - each with support they need
- Transforming life chances, opportunities and outcomes for all
- …But especially for the most disadvantaged
- = Local change, focused on outcomes, driven forward by Children's Trust partnerships

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Children's Plan in action

- Sure Start Children's Centres = Children Plan in action
- Permanent, universal, integrated front line provision
- Focusing on prevention and early intervention (inc outreach)
- Most intensive range of services in most deprived areas
- Delivery through a mixed market, drawing on the expertise and commitment of all sectors
- Improving achievement and learning outcomes

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Excellent Progress

- March 04 – 524 SSLPs - ACHIEVED
- March 06 - 800 children's centres supporting over 650,000 children - ACHIEVED
- March 08 – Over 2,500 children's centres supporting over 2 million children - ACHIEVED
- Now – Over 2,900 centres supporting 2.3 million children
- March 2010 – 3,500 children's centres supporting nearly 3 million children - ON TARGET

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Here to Stay

- **Children's centres, permanent universal service**
- **Proposed new legislation - Consultation 6 Nov**
- **Local authorities, working with PCTs and Job Centre Plus**
  - required to establish and maintain sufficient SSCCs to meet local need
  - Consider the case for providing early childhood services in SSCCs;
  - Set up advisory board for every SSCC representing parents/carers of children, service providers, local community
  - regularly consult all parents/community
- **Ofsted inspection**
- **All staff required CRB checks**

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National Audit Office Report on CCs

Reported in December 2006. NAO recognised that:

- Families value the services children's centres provided
- Providing services that were relevant to the needs of lone parents, teenage parents and minority ethnic groups
- Parents of disabled children found centre staff understanding
- Some centres were providing outreach activities to most excluded communities

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NESS Report March 2008

- Less negative parenting
- Better social development
- Higher immunisation rates
- Fewer accidental injuries
- Used more child and family services
- Impact on all families in community

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Reaching all Families

- Use data to understand community needs
- Target excluded groups
- Use outreach/home visiting
- Personalise services to encourage take up
- Join up with the best of local PVI provision
- Learn from best practice
- Use TfC Toolkit

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Good Practice

- Bradford. Bakerend CC serves a multi-ethnic city centre community and undertakes a range of activities to support young children with special needs and/or disabilities. These include a 'fast track' referral system; a physiotherapy team and sensory room; and a group for children with delayed physical development.

- Lincolnshire. Gainsborough CC provides particular support to teenage parents including a Dad's Group called "Bacon Butty Club", where a range of health and other support is provided.

- East Riding. Bridlington CC provides services from a portakabin on a site for travelling families inc: family support; play and drop in sessions; toy library; and arts development in partnership with local MIND group.

- Blackpool. Talbot and Brunswick CC provides specific support to parents and children in hostel accommodation inc: family support; coffee club.

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Promoting Partnership Working – Health

- Strategic commitments in: Children's Plan 'Choosing Health', Children's NSF, Maternity Matters

- We are working with DH on practical help:
  - Child Health Promotion Programme
  - Family Nurse Partnership Programme
  - Early Years Life Check/Infant Mortality Strategy

- New Child Health Strategy (trailed in the Children's Plan) Coming Soon!

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Child Health Promotion Programme

- Public Health Programme – Immunisation, screening, health reviews and promotion, parenting support
- Research based
- Revised April 08
- Progressive universalism; delivered through children's centres; increased focus on public health (obesity, breastfeeding)
- Project - Health Visitors supported by CC workers
- Implementation Plan being worked on eg regional seminars

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Family Nurse Partnership

- Core part of the CHPP
- Based on evidence based USA programme
- Intensive nurse-led home visiting for vulnerable first time young parents
- Early pregnancy until the child is two years old
- October 2007 - piloting started on ten sites
- March 08 – Expanded to 20 additional areas (£30 million)
- Delivered through children's centres
- Early findings very positive

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Early Years Life Check/Infant Mortality Strategy

- **Early Years Life Check**
  - Piloted through children's centres
  - Parents with babies around six months old
  - Based on Birth to 5 booklet

- **Infant Mortality Strategy**
  - Strong focus on reducing inequalities
  - CC key delivery vehicle
  - CC Case Study Examples

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CC Health Partnerships Work

- Plymouth - Tackled poor public health within a deprived area by working in close partnership with the local PCT by planning together and sharing facilities within a primary school. Introduced a full time GP Practice at Sure Start extended school site by working in close partnership with the local PCT.

- Exeter. Co-located of health staff into programme area. Re-focussed and re-shaped health visiting and midwifery services into Sure Start area. Developed PND service (for Exeter) with new parent infant mental health specialist post

- Buckinghamshire County. Commissioned the PCT to develop a children's centre to cover of its most deprived areas which was previously a healthy living centre. The children's centre is based in a shopping facility and also has a community cafeteria and is seen very much as the hub of the community

and impact is starting to be seen

- **Northern Hull (Kingston upon Hull):** The Sure Start speech and language team offer home visits for the first appointment and have achieved a 96% success rate for initial contact compared with less than 50% achieved through clinic attendance.

- **Gateshead:** Breastfeeding initiation rates rose by 20% (from 31% to 51%) in the year 2004-05 to 2007-07. Breastfeeding continuation rates at 6-8 weeks have increased by 4% points (from 18% to22%) over the same period.

- **Sunderland:** Joint working through children's centres increased number of pregnant women not smoking from 61% (2004-05) to 76% (2006-07)

- **Hastings and St. Leonards (West Sussex):** There was a 47% decrease in the number of children aged 0-3 years admitted (falls, choking and slight burns) to an Accident and Emergency department for 2003/04.

Promoting Partnership Working – JCP

- **JCP Survey**
  - Some excellent practice
  - Reaching excluded groups
  - IT access for job searching
  - Phone links to Jobcentre services
  - Advisers and advice surgeries

- **Child Poverty Pilot**
  - 10 LAs testing out model
  - JCP adviser in 3 centres in each LA
  - Additional funding for additional support

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CC JCP Partnerships Work

- **Canterbury** Lone parent advisor linked into Children's Centre's outreach sessions. Links with Community Development Officer to provide coherent seamless services and to address filling external training places through JCP and filling local job vacancies. Sharing of information between Job Centre Plus and various staff teams within the Children's Centre.

- **Bradford** Centre-based activities such as courses and group work that develop individual skills. This runs along side centre-based careers advice and guidance sessions, support and advice for adults wanting to get back into education and peripatetic financial advice and support.

- **Oxfordshire** The Family and Business Support worker visits Children's Centers on a regular and planned basis to provide information and advice on Jobcentre Plus (JCP) and other related services to parents. Each children's centre displays information on the Job Centre services available, and some display vacancies of local employers by using the JCP website.

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and impact is starting to be seen

- **Bristol. Hartcliffe, Highridge and Withywood CC:** Large numbers of parents have been supported in new learning and training and 167 have achieved accredited qualifications. In addition, 34 of the 54 staff employed since the beginning of the programme are local people – 9 of these have now achieved additional qualifications at NVQ or higher levels.

- **Nottinghamshire** The Prospect and Kilton Children's Centre in Worksop hosted an event with JCP in January 2008 called *'New Year, New Start'*, aimed primarily at lone parents on Income Support with children under five. Of the attendees:
  - Five had CVs produced
  - Four received in work benefits advice
  - Four were referred for advice on further education/training
  - Three were advised by the CIS on childcare options
  - One registered with Childcare Recruitment Service to work in childcare
  - Two vacancy submissions were made

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Measuring Quality

- Use Performance Management System
- Focus on quality and outcomes
- Performance Indicators
  - Foundation Stage profile
  - Health – obesity, A&E attendance, breastfeeding
  - Children living in poverty
  - Reach/Satisfaction measures (excluded groups, fathers)
- Self Evaluation Tool
- TfC support to LAs

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Measuring Quality (2)

- **Key principles**
  - Know what you are trying to achieve, and evaluate impact on outcomes
  - Work within the Children's Trusts/CYPP to ensure coherence and avoid duplication
  - Monitor performance rigorously
  - Know who is using services
  - Keep a focus on improving children's outcomes – how well are children doing at 5?

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Supporting Delivery

- **Together for Children New Contract.**
- **Working closely with partners to:**
  - build local authority capacity to manage the next phase of children's centre developments
  - support centres to become fully operational
  - promote and share good practice
  - support the ongoing development of multi-agency working arrangements
  - Set up the CC Leaders Network

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CC Leaders Network

- Support the development of excellent CC leaders
- Support the professional development needs of CC leaders inc peer mentoring and coaching
- Enable sharing of good practice inc on-line forum
- Provide induction and support for new CC leaders
- Establish a forum for dialogue between children's centre leaders and DCSF

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Making it Happen

- Work together – parents and private, voluntary, public sector.
- Share the vision across sectors and professional groups.
- Work for children, not for institutions, or sectors.

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Sure Start Works!

- “My four year old has come on leaps and bounds”
- “I’m happier, I don’t feel isolated anymore”
- ”I’ve been a single dad since she was eight weeks old. Sure Start has really helped”
- “I wouldn’t be half as confident without Sure Start”
- “He has learnt a lot from doing fun things”

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