

**Better Start Bradford Partnership Board Minutes  
Thursday 14 February 2019  
Mayfield Centre**

**Meeting Started:** 9.30

**Meeting Ended:** 10.50

**Present:**

Vipin Joshi	Community Board member (Chair)
Julia Elliot	Head of Children's Services, BDCFT
Sarah Hinton	Board Member, Bradford Trident
Ruth Hayward	Head of Commissioning (Women and Children), Bradford & Craven CCGs
Rosie McEachan	Programme Director, Born in Bradford
Michaela Howell	Programme Director, Better Start Bradford
Tracey Hogan	Voluntary and Community Sector Representative
Kev Taylor	Inspector, West Yorkshire Police
Amanda Braithwaite	Community Board member
Gwen Balson	Community Board member
Ludmila Novosjolova	Community Board member
Yaqoob Ayooob	Community Board member
Zuhair Bashar	Community Board member

**In Attendance**

Gill Hart	Funding Manager (Investment), The National Lottery Community Fund
Gill Thornton	Head of Programme, Better Start Bradford
Jill Duffy	Implementation Manager, Better Start Bradford
Laura McLarty	PhD Student, Born in Bradford
Sarah Burn	Paediatric Registrar, Better Start Bradford
Guy Dove	Programme Administrator, Better Start Bradford

**Apologies for Absence:**

Michelle Thompson	Shaheen Khan	Satnam Singh	Gemma Priestley
Sarah Muckle	Diane Daley	Sara Hollins	Gladys Rhodes White

**1. Welcome, Introductions and Apologies**

Vipin welcomed everyone to the meeting, asked everyone to introduce themselves to each other and noted the apologies.

## **2. Minutes of the Previous Meeting – 13 December 2018**

The minutes were accepted as a true and accurate record.

## **3. Matters Arising actions table**

Michaela confirmed the Innovation Fund was launched and is live and 28 February is the deadline for the first round of applications. Gill Thornton said we have had one application so far and several conversations with potential bidders.

Julia is looking at sharing Better Start Bradford learning with integrated teams in the district. She has raised this with Mark Anslow and there is a new head of Prevention & Early Help starting this week who she will be meeting. Julia said she cannot confirm the provider of the new health visiting contract yet. Ruth noted that Helen Hirst is keen for any additional developments in integration to come through the CCGs.

The action for Gill Thornton to write to Talat with a description of the Better Place project manager's role is outstanding as she is waiting to receive the job description from Saira Ali at the council.

## **4. Declarations of Interest**

Vipin noted there is a potential conflict for Sarah Hinton and Gwen in case Shine or Womenzone were to bid for the contract to run the Neighbourhood project (item 7).

## **5. 'Getting to know you' session – Julia Elliot**

Julia agreed to be recorded for this session.

Julia was born in Barnsley and has been in Bradford for ten years. She had a 'safe harbour' to grow up in (which resonates to the job she does now) in an estate of new builds containing many children of her own age and some of them remain friends to this day. Her father was a miner and her mother was a nurse and Julia lived through the miners' strike, a time of scavenging for wood for fuel and soup kitchens. It showed Julia how quickly things can change for an area from a time of settled employment to nothing.

As a child someone bought Julia a globe and she would spend a lot of time looking at it and wondering about different countries and she has an interest in different cultures. She did a geography degree at Nottingham and then decided she wanted to be a nurse. She did four years of nursing training in London and, once qualified, Julia moved back to Barnsley and won a sponsorship from the Florence Nightingale Institute to work in the USA for a time to understand different health care systems and another culture. She was based in Michigan and her experience of the insurance-based American health care system really influenced her career, with the enormous difference in quality between insured and non-insured health care.

Julia then worked in Sheffield as an adult general intensive care nurse which involved a lot of night work. She then moved to a private health care provider doing budgetary reviews of GP practices which gave her knowledge of the monetary aspect of health care. Julia then did health visitor training.

Julia has always had an interest in different cultures and went travelling for a year, spending eight or nine months in Australia and the rest working as a nurse in New Zealand, whose

health care system is similar to ours. Julia's other main interest is diving and she took a job working on a dive boat on the Great Barrier Reef as a diving instructor. She intended to emigrate to Australia, but then met her partner at a wedding back home.

Julia has worked in health visitor leadership management since 2005, including coaching and managing an integrated team which makes such a difference and provides key learning. She likes the diversity of Bradford and believes the city gets an undeserved bad press.

Julia has two sons aged seven and five, which increases her interest in early years, and lost a brother to leukaemia, which helps her realise how important life is. She is motivated by making a difference, giving children a better start in life and understanding how important relationships and security in early life is.

The Partnership Board thanked Julia for her presentation.

## **6. Big Little Moments campaign**

Gill Thornton explained that she would cover this agenda item as Michelle Thompson is on sick leave. The Big Little Moments campaign launched this week and was developed with the Frameworks Institute using metaphors for parent-child relationships. The campaign took a year to develop but she believes it really will have an impact in sharing our messages.

There are a number of elements to the campaign, which is digital but there are also leaflets and stickers (which are in the bags given today to Partnership Board members) and other resources will be developed to go in the bags. The digital campaign will use organic social media with amplification through social media. Amanda remarked that she had seen a post online already.

We want our partners to pick the campaign up on their social media and we will use the materials at our events. These include pop-up banners and we will be getting some costumes.

The campaign is intended to be fun and cost-effective and will be evaluated by us and also Ecorys. A baseline survey has already been done with parents and we will be checking with parents during the campaign.

Gill Thornton advised that the campaign includes eight animations which each has its own dialogue. The Partnership Board then watched three of the eight animations.

Michaela said that previous learning from 50 things to do Before You're 5 had favoured wallcharts and this campaign includes one with stickers. The campaign is about engagement with very young children and repetition of activities and filling in a sticker chart is another interaction which children will enjoy.

Vipin remarked that much of the campaign is digital and asked about families with no internet access who are likely to be 'hard to reach' ones. Gill Thornton replied that the wider team is responsible for promoting Big Little Moments and it is not just televisual tools. We are looking at using publicly available screens in bus shelters and health centres and we are happy to give out the materials to partners. Vipin remarked that it would be good if we can all help to get the materials out.

Amanda asked about her workplace giving out the Big Little Moments materials and Gill Thornton said this was a great idea and people will be asking us to share. Vipin noted that we should remember the campaign whenever we are talking about Better Start Bradford.

Sarah Hinton suggested displaying banners from lampposts on main roads and Vipin said there is an additional budget for ideas like this. Gill Thornton confirmed that there are about 100 bus shelters we can use and we will be targeting those near to Family Hub buildings, schools and nurseries and also big events for children.

Julia noted there was not much connection with BSB in the animations and Michaela said each has a still with our logo on but we could strengthen the association. Gill Thornton remarked that press releases will mention BSB but we need to reiterate. Ruth said it is important to link in BSB and the campaign should be district-wide. Amanda noted that on social media it does mention BSB. Gill Thornton said that Big Little Moments will also be a big feature of Baby Week which is district-wide and will also include Leeds.

Vipin observed that we should remember our funders and thanked The National Lottery Community Fund for putting the campaign together.

## **7. Commissioning of Neighbourhood Support work**

Jill said the Neighbourhood project is about increasing our reach, geographically and across communities of interest. There will be a 'hub and spoke' model with the hub being BSB (providing core support) and in each spoke community and voluntary sector organisations will employ an engagement person. We want a geographical spread and also a spread across communities of interest and we are looking for organisations and individuals with expertise.

The commissioning process asks for Expressions of Interest with an eight week time period from 18 February to submit them. Last week the Commissioning Advisory Group had suggested the timeframe after then with the selection panel assessing the bids and interviewing was too tight, particularly as there may well be a negotiating stage then with different organisations talking about working together. It was felt that the award of contract should be made by the June Partnership Board instead of the May one. The Neighbourhood project should then start from 1 July with a three month set-up period.

Rosie commented that the Neighbourhood project sounds very exciting and asked how other projects could access support from the spoke. Gill Thornton said the Neighbourhood project will not work in this way, with the purpose of the spokes being to link with the community and respond to the community's needs and links will not be in a project-led way.

Rosie asked how we would record what is happening without burdening whoever we appoint. Jill said Lizzie Hughes had worked with Shahid Islam on this and we would work with the project during set-up. Gill Thornton noted that there is a logic model and a pared-down evaluation plan.

Rosie mentioned a national health research organisation who wish to fund an evaluation of a project like the Neighbourhood one. Michaela said that we would be interested if we could do it in such a way as to not put an additional burden on whoever delivers the project. Sarah Hinton remarked that smaller organisations out there on the ground would find doing a lot more monitoring difficult.

Julia also said the Neighbourhood project is really exciting and she will watch it with interest and take any learning and there may be other opportunities in the area.

## **8. Personalised Midwifery (phase 2)**

Jill confirmed that this project is progressing as planned. We will be using a continuity of care model which will now include labour, unlike the previous Personalised Midwifery project, and there will be 'cascade' learning to other community midwife teams.

The new project will start on 1 March with the model worked up in the next three months. We have negotiated a reduction in the Hospital Trust's management charge from 25 per cent to 10 per cent. The savings will be used for the cascade model but we just have to determine how.

Jill said the learning from the first pilot needs to be cascaded into other community midwife teams and we are funding a maternity support worker in each team to help with this. The details of this still need to be agreed but it will involve longer appointment times for pregnant women, giving out key messages e.g. on anti-smoking and the MSWs trying to embed good practice.

Vipin noted that we should thank those who negotiated the 25 per cent management charge down to 10 per cent and this process had been going on for two years.

Julia said that the Children and Maternity Board have been considering health promotion messages and used this shared learning about MSWs and key messages. Gill Thornton observed that the MSW also gives midwives more capacity to refer families to our projects. Michaela suggested that Lucy Dowling, an MSW at the BRI who recently won a national award, be invited to speak to the Maternity, Children and Young People's Partnership.

## **9. Post Strategy Day discussion – Year of Learning focus**

Gill Thornton said this is a verbal update today and there will be a more detailed report later.

Our Year of Learning starts on 1 April 2019 and is now known as 'Nurturing Knowledge.' There is a programme of events ready and we have talked to the Innovation Hub and to projects.

The campaign is divided into quarters with a theme for each, and each one will have a design team including members of the Partnership Board. The first one is 'communications and relationships' and so far we have not really explored how communications make our projects work. We have built on the relationships we have and this theme will help sustainability.

The second theme is 'Why Prevention should be everyone's business,' and covers investing in the right place, putting Prevention at the top of the agenda and why it works. The third theme is 'Amazing babies and wonderful toddlers' which will coincide with Baby Week and is about celebrating this phase of life. The final stage is 'Improving health' and focusses on our Public Health objectives with people's health underpinning what we do.

Gill Thornton noted that the discussions have been very high level so far and the launch event is on 11 April.

## **10. Programme Monthly Report**

Gill Thornton asked if there were any questions about the report and we will discuss BSB staffing at the end of this meeting. Ruth commented she found the report really useful as a summary and Gill Thornton said it was good for us to log this information.

Gill Thornton turned to Incredible Years and Barnardo's move to Listerhills may have an impact on funding but it should not affect delivery. Michaela said this move was forced on Barnardo's by the recent changes in Prevention and Early Help building use.

Gill Thornton then moved on to Pre-Schoolers in the Playground and highlighted an issue with the practitioners adapting the sessions rather than sticking to the manual. We will work with Born in Bradford's designers about supporting the practitioners. Amanda asked why only two schools are taking part in the project and Jill confirmed that nobody was appointed when we commissioned Pre-Schoolers in the Playground. We wanted to test the project for one year over three sites (one of the participating schools is dual-site) then look at the learning. Adaptions to the project are recognised as learning and we will be going back to the market after Easter.

Amanda said uptake of Pre-Schoolers in the Playground is not good and the evaluation involves lots of paperwork with the project being a bit hit-and-miss. It needs to be understood it involves parents playing with children, not just children playing together. Gill Thornton said this was why it was a pilot and Rosie confirmed she will talk to the Innovation Hub about maybe changing the model.

**Action: Rosie to discuss changing the model of Pre-Schoolers in the Playground with Innovation Hub colleagues.**

Amanda advised that her workplace had changed the sessions from the morning to the afternoon as the mornings were poorly attended. The feedback is that more variety is needed in the activities (which is why the practitioners had deviated from the manual) and we need to know the activities designed and when they are done.

Gill Thornton moved on the Issues Log and there is a HENRY issue about there being too few staff which we are trying to resolve. She confirmed, in response to a query from Julia, that there is a demand for HENRY 1:1s and a waiting list and service users have been offered group sessions instead but are not going to them. Michaela noted that the change to the Family Hubs model has caused a lot of HENRY trained Early Years staff to leave or relocate. Vipin asked about HENRY data issues and Jill confirmed that she is meeting them about SystemOne and data in a couple of weeks.

## **11. Any other business**

Rosie confirmed that Born in Bradford would be at the Media Museum next week as part of 'Operation Ouch,' when the theme is science-related on Tuesday and Thursday, from 11 am to 2 pm.

Rosie also said that on 27 September there will be Born in Bradford's 8<sup>th</sup> Scientific Practitioner Conference and she would like to know how much BSB want to be involved.

The Partnership Board then had a closed discussion about the recruitment of the new Programme Director.

Vipin asked if everyone had felt they had an opportunity to contribute to this meeting and all agreed that they had. He thanked everyone for attending the meeting.

**12. Date of next meeting**

The next meeting is on Thursday 14 March 2019 at Bowling Park Lodge, Bowling Hall Road, BD4 7TL starting at 9.30 am. Michaela noted that the meeting will include an update on Adverse Childhood Experiences/Trauma and will be followed at 11.30 am by a screening of the 'Resilience' documentary.

The meeting closed at 10.50 am.