

**Better Start Bradford Partnership Board Minutes
Thursday 12 September 2019
Mayfield Centre**

Meeting Started: 17:30

Meeting Ended: 19:20

Present:

Vipin Joshi	Community Board member (Chair)
Ruth Hayward	Head of Commissioning (Women and Children), Bradford & Craven CCGs
Fareeda Mir	Ward Councillor, CBMDC
Alex Spragg	Programme Director, Better Start Bradford
Tracey Hogan	Voluntary and Community Sector representative
Ludmila Novosjolova	Community Board member (items 1 to 9 only)
Salma Nawaz	Community Board member
Samina Begum	Community Board member
Shaheen Khan	Community Board member
Yaqoob Ayoob	Community Board member

In Attendance

Gill Hart	Funding Manager, The National Lottery Community Fund
Jill Duffy	Implementation Manager, Better Start Bradford
Shaista Ahmed	Finance Manager, Better Start Bradford
Michelle Thompson	Communications Manager, Better Start Bradford
Liz Pal	Leadership Fellow, Better Start Bradford
Guy Dove	Programme Administrator, Better Start Bradford

Apologies for Absence:

Kev Taylor	Gill Thornton	Mark Douglas	Sarah Muckle
Josie Dickerson	Julia Elliot	Satnam Singh	Sarah Hinton
Gwen Balson	Duncan Cooper		

1. Welcome, Introductions and Apologies

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

He welcomed Salma and Samina who are new community Board members and also Fareeda who is Bradford Council's new elected member representative.

2. Minutes of the Previous Meeting – 18 July 2019

Gill Hart has emailed Guy some wording for item 11, Warwick National Evaluation, to make it a little clearer. This is as follows:

Gill Hart said the National Lottery Community Fund have reviewed the national evaluation. This was commissioned at the very start of the programme and it was necessary to review whether what was proposed remained fit for purpose. A Better Start is a test and learn programme for the National Lottery Community Fund as well as each site, and at the commissioning stage they had limited understanding of which sites would be selected and how the evaluation would fit in with the work being done in those successful areas. As things have progressed, timescales and priorities have changed. They have reviewed the national evaluation plan, which is a significant cost, to see if it provides what they want.

After the review, the National Lottery Community Fund have agreed to change the original form of the national evaluation. There has been a pause, and now they have decided not to commission such a large cohort study. A different way forward is needed and although the national evaluation is still going ahead, the Fund need to make sure they get the best value. The national evaluation needs to show whether ABS has worked and gives better child outcomes. The aim is for ABS to improve outcomes for babies and children but if ABS makes no difference, the evaluation needs to pull out the learning from this so that it can inform services and approaches going forward.

The National Lottery Community Fund do not want a national evaluation which uses the wrong method, asks the wrong questions and tells them nothing. They will work with all sites and stakeholders to develop it.

Rosie asked Gill Hart if they will be working with the same provider and it was confirmed that they would be. The aims of the evaluation have not significantly changed. The timescales for a full commissioning process would be a concern. Gill Hart confirmed that there is learning from the Warwick Consortium in the implementation evaluation.

Apart from this, the minutes were accepted as a true and accurate record.

3. Matters Arising actions table

Alex confirmed that the satisfaction survey results will be covered on item 10 of the agenda.

Gill Thornton is on annual leave and has not provided an update about the application from BHT for the Innovation Fund and the further discussions. This will be carried forward to the next meeting.

Alex confirmed that the specification and advert for the independent review of Better Start Bradford's performance has been written, but there is a suggestion in the satisfaction survey report that elements identified through this be added to the scope so it has not yet been advertised.

4. Declarations of interest

There were no declarations of interest.

5. 'Getting to know you session'

This was not covered this month.

6. Home-Start end of contract review

(confidential item)

7. Financial update April-June 2019

Shaista presented the accounts for Quarter 1 of 2019/20. The first spreadsheet shows actual expenditure against budgeted, and the written report explains the reasons for the variances. She noted that the Finance & Audit sub-committee have reviewed the accounts already.

The budget spreadsheet shows the actual expenditure for Quarter 1 and then forecasted for the rest of 2019/20. An underspend of £377K for the year is forecast. The written report explains the difference between the current forecast and what was originally budgeted.

Decision: The Partnership Board notes and accepts:

- **The accounts for the quarter ending 30 June 2019**
- **The forecast for the year ending 31 March 2020**

Ruth commented that she was pleased to be shown some accounts that are easy to understand.

8. Big Little Moments campaign - update

Vipin noted the Big Little Moments campaign was on display and it was being retweeted.

Michelle presented an update of the Big Little Moments campaign to date.

We have three inflatable Big Little Moments characters: 'Big Orange' is a static inflatable and we have two smaller inflatable characters that go on people's backs. They all really bring the campaign to life and get lots of attention at our community events, which is a great starting point to begin conversations about the messaging with parents.

The Big Little Moments campaign was launched in February 2019 and all five A Better Start sites are running it for a year (with their own branding). The main message to parents and carers is that every little interaction with babies helps their brain development. 23red is the design agency that designed the characters, animations and developed the eight key messages.

The Better Start Bradford video about the campaign was shared with the Board and it was explained that each ABS site have done their own. It is available on our website, YouTube and we have shown our projects it. There are also eight animations (one for each behaviour) that are 30 seconds long – these are also on our website and are being promoted.

The 23red campaign is solely digital, using social media and mobile display. The online campaign is targeted to BSB postcodes. Locally we have produced a range of marketing materials: leaflets, wallchart, stickers and fridge magnets and these are being used at

community events and groups and by our projects. We have also had a newspaper and radio advertising campaign including on Pulse Radio and Sunrise Radio, where we used a male voiceover in English and Urdu. We have also advertised in the Telegraph and Argus and negotiated free advertising on 11 BT ad sites in the city centre. We are also showing the animations on the big screen in City Park.

Michelle confirmed we are using several different communication/marketing channels to promote the campaign. We are also looking at using outdoor advertising in the area. This will be the first time we have done an outdoor advertising campaign. We have also got our projects on board with the campaign and they are using the messages and images in their day-to-day work.

Ecorys are evaluating the ability of the Big Little Moments campaign to change parents' awareness of the key messages and the results will be presented to the Partnership Board at the end of the campaign. Ecorys will be running some community focus groups in October.

Yaqoob asked if we are planning adverts in central and eastern European languages as this is a growing demographic. Michelle said we have not looked at doing this and that translating into different languages had been discussed several times previously at Board meetings. Alex agreed that there are several central and Eastern European languages and the campaign uses simple English terms, visualisations and the evaluation backs up what is being said. Also, there is not another media source like Sunrise Radio for this demographic. The opportunity that Sunrise offered in our area is unique and was being used in an attempt to spread messages beyond our usual reach. Further opportunities will continue to be explored but we will continue to produce materials in English.

Shaheen asked if parents are sharing and retweeting the messages and Michelle said we will be able to tell when we get the reports. Alex confirmed, in reply to a query from Shaheen, that all five ABS sites are running the Big Little Moments campaign (and she had seen a bus shelter ad in Blackpool) but what we are doing is slightly different and Michelle confirmed that ours has Bradford branding. Alex confirmed the evaluation is across all five sites as well.

The Partnership Board watched the first of the eight 30 second videos. Tracey requested some stickers and other marketing materials for her workplace and Vipin said we should remember to thank The National Lottery Community Fund for funding and putting together the campaign.

9. Update report on the Innovation Fund

Jill said the report gives the progress on three bids that the Partnership Board have already approved in principle. The Partnership Board are only being asked to approve one Innovation Fund bid today, an oral health project designed by Leeds University.

Jill gave an update on the first three bids and said there are some outstanding queries.

Jill said there is a high need in Bradford for an oral health project. The objectives of the project are to work with Early Years settings and staff to look at the existing provision, see if it is feasible to bring in the 'HABIT' intervention and explore the idea with parents. We would then fund the delivery of an adapted HABIT in Early Years settings in our area which would be implemented via one of the MECSH modules.

Josie had submitted a note asking that we take care not to overload nursery staff and that we liaise with the ICAN project which involves training the staff.

Vipin observed that the Partnership Board have been discussing funding an oral health project for years and there is a need for it in the BSB area.

Decision: The Partnership Board approves the funding of the Oral Health Early Years Settings Feasibility Proposal.

10. Results of satisfaction survey

Alex said the survey was conducted in July. There had been 11 responses (which is about half of the Partnership Board) from a good range of people from new Board members to those involved from the beginning.

All Partnership Board members who responded felt that they are highly motivated to participate in strengthening the organisation and that they are a valuable part of the organisation. There was, however, a more varied response about whether they feel they have a valuable or necessary position and the board will need to reflect how to resolve this.

There was a mixed response about the efficiency of Board meetings, with the majority having a favourable view but there was some disagreement. It is positive that some members wish to be more involved and important that opportunities are shared.

The importance of statements about efficiency, commitment, responsibilities, ability to give input and for others to listen were rated at between 8.4 and 9 out of 10. However, the scores for satisfaction with the statements were lower, with a mixture of views.

Alex said that extra comments from the respondents were added verbatim to the report and they show a range of views.

The analysis of the satisfaction survey shows divergent views across the Partnership Board which is deemed by the majority to be successful. Motivation is high, but there are some areas to address which can be done by having further discussions with Board members and putting the actions into the spec of the independent review of BSB's performance which we will be commissioning.

Josie had asked by email if we could see who completed the survey and if there was a difference in views between community Board members and others, but Guy confirmed it was an anonymous survey.

Alex reiterated that we obtained a good range of views. Ruth said we should ensure that the community representatives are with us on the actions.

Yaqoob remarked that he was worried that Board members were not willing to state their opinions aloud and Alex agreed that we need to explore this further. Shaheen observed that the community prep meetings were useful for raising questions and identifying jargon. Vipin said we should get the community prep meetings going again and Shaheen suggested conference calls. Guy observed that there might be good reasons for community Board members not attending evening prep meetings but we still get charged for evening reception cover if they are cancelled at short notice.

Action: Vipin and Alex to work together to finalise the spec for the independent review of BSB's performance, noting all the findings of the satisfaction survey.

It was agreed that all Partnership Board members should be engaging with us, not just the community Board members. Ruth noted that once again she is the only statutory partner present. Vipin confirmed that we are raising that with other partners but there have been lots of changes and upheaval with them. Alex said we should also remember to involve new members.

Decision: The Partnership Board agrees the strengths and areas to address identified by the satisfaction survey. The Partnership Board instructs the BSB team to implement the actions proposed.

11. National data dashboard

Jill noted the deadline for responses to the online survey about what people want to learn from the data dashboard was extended and in the end there were responses from 14 Partnership Board members.

There was again a good mix of responses. The things people want to see include a breakdown of data by ward, ethnicity, gender, total population, age 0 to 3s, live births, older age groups and a breakdown of age 1, 2 and 3 year olds. Responders were more interested in individual services than the whole programme. They also wanted anticipated participants compared to completers and the qualifying population and also project data rather than programme-wide data. Other areas of interest were anticipated data, secondary beneficiaries, and progress v outcomes at ward level.

Jill reported that there was not as much interest in workforce data, but Partnership Board members wanted to see information about volunteer training and people moving in and out of services.

Action: Jill will write up the results of the data dashboard survey and feedback to Gill Hart. Jill will also provide some visualisations to the Partnership Board.

12. Programme Monthly Report

Alex confirmed we have recruited two new community Board members and a new local authority representative. We have also retained two community Board members whose previous terms had expired. There is a good mixture of experience and new views.

The Neighbourhood project is in service design and due to start delivery in early November. We have a Shared Learning event on 17 October featuring George Hosking, who was on the original decision panel for A Better Start, discussing adverse childhood experiences and it would be good to have some Partnership Board members attending this. Michelle agreed to check how this has been advertised and Vipin asked for an invitation to be emailed out to the Partnership Board.

We had presented an Older Yet Wiser poster at a Public Health conference yesterday which was very well received. Alex also mentioned a Bradford East Family Hub networking event we had hosted – there has been lots of change and new people so we used the event to share information and opportunities and we will try to do such events twice a year.

Talking Together has been shortlisted for a national award, nominated by a member of the BSB staff team. The project has also been featured in Children and Young People Now. Michelle said that this morning she met with a BBC Look North journalist who has moved into a new role covering Bradford and she is hoping for more media coverage.

Ruth confirmed there is some Reducing Inequalities in the City money available for the City CCG area and part of this is for investment in Early Years interventions although there are other needs as well. The Innovation Hub is going through prioritisation and Ruth cannot say when it will end, and the delay from April to September 2019 means there will be some non-recurrent funding available. Jill asked about prioritisation and Ruth said there is a long list of items such as reach and scalability and Josie would have more information. Vipin remarked that the proposed upscaling of some BSB projects is an example of sustainability and it is good that someone has come to us.

Alex confirmed she has recently attended an ABS Directors meeting and as we are approaching the mid-point of the programme there will be a review and update of the theory of change.

Bradford is aiming to become accredited as a UNICEF Child Friendly City and BSB are liaising with the Chief Executive's office re supporting this. Alex advised there is a delay to MECOSH due to the changes in the NHS Care Trust, but they have agreed to proceed with the appointment of the Implementation Champion (Edwina Lintin) who will come into post prior to implementation.

Alex turned to monitoring and evaluation and said the report only shows projects that have had a review this month. She mentioned the mitigation for Perinatal Peer Support and that Incredible Years are working with the BSB facilitator to identify appropriate use of the current underspend.

Vipin mentioned the Community Star Awards and Alex confirmed that we are sponsoring an award category again and asked the Partnership Board to promote the awards and nominate.

BSB are running Baby Week for a second year and the launch is on 4 November. This will be district-wide and over 40 events are currently scheduled. Michelle said that hopefully the programme will be printed next week.

Alex recalled that we had been busy over the summer, with street parties attended by over 400 people over our three wards. We have also formed a link with the Mary Street traveller site. Yaqoob remarked that the Mary Street traveller site is much better than it was some years ago, but Alex said they still suffer from poor health outcomes and a poor environment which they are interested in working with us to help address.

Finally Guy asked everyone if they would approve the draft 2020 meeting dates. The dates were acceptable but Yaqoob said he preferred evening meetings. Vipin noted that they are alternated with morning meetings to catch people who prefer those and Alex said the timing of meetings can form part of the independent review. Ruth said we should track if the review makes a difference to attendance.

Action: Guy to send out invitations to the 2020 Partnership Board meetings to get them in peoples' diaries. If the dates or times need revising as a result of the independent review they can be changed later.

13. Any other business

The 17 October Partnership Board has been moved from the morning to the evening as it clashes with the Learning Together event. Guy confirmed that the guest speakers could not make an alternative date. As a result, Alex asked if the 14 November meeting should be moved from the evening to the morning. After some discussion, it was agreed to leave the November meeting to be an evening one.

Finally 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.

14. Date of next meeting

The next meeting is on Thursday 17 October 2019 at the Mayfield Centre, starting at 5.30 pm.

The meeting closed at 7.20 pm.