

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

**Meeting Started:** 17:30

**Meeting Ended:** 19:20

**Present:**

Vipin Joshi	Community Board member (Chair)
Sarah Hinton	Board Member, Bradford Trident
Fareeda Mir	Ward Councillor, CBMDC
Alex Spragg	Programme Director, Better Start Bradford
Josie Dickerson	Programme Manager, Born in Bradford
Gwen Balson	Community Board member
Salma Nawaz	Community Board member
Samina Begum	Community Board member
Shaheen Khan	Community Board member

**In Attendance**

Carlton Smith	CEO, Bradford Trident
Tabia Afsar	Senior Commissioning Officer (Women and Children) Bradford and Craven CCGs (in attendance for Ruth Hayward)
Jill Duffy	Implementation Manager, Better Start Bradford
Fiona Saville	Interim Community and Engagement Co-ordinator, Better Start Bradford
Guy Dove	Programme Administrator, Better Start Bradford

**Apologies for Absence:**

Kev Taylor	Duncan Cooper	Gill Hart	Sarah Muckle
Gill Thornton	Ruth Hayward	Satnam Singh	Yaqoob Ayoob
Tracey Hogan			

**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 – 17 October 2019**

The minutes were accepted as a true and accurate record.

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

Home-Start will be discussed under item 6 on the agenda.

Jill confirmed she intends to do the review of the end of contract process in January 2020 then present it to the February Partnership Board. The Doulas contract review is next month and there are no further due until April so the review will be done in the interim.

Commissioning a delivery partner for Pre-Schoolers in the Playground will be discussed by the December Commissioning Advisory Group.

The further report about the Innovation Fund is being deferred to next month's Partnership Board as the agenda at this meeting is full. Gill Thornton is not in work at the moment which may result in a further delay.

The feedback about the Doulas from one of their volunteers was shared and discussed at their end of contract meeting on 13 November.

Shaista provided Yaqoob with the financial information he requested.

### **4. Declarations of interest**

Sarah declared her involvement with Home-Start and will leave the room during the decision-making part of item 6.

### **5. 'Getting to know you' session**

There was no volunteer to do this session this month. Guy said that volunteers to cover future months would be appreciated.

### **6. Options for provision of Sustained Family Support Service**

(confidential item)

### **7. Community Engagement Strategy**

Fiona introduced herself as the interim Community Engagement Co-ordinator. She has reviewed the community engagement strategy and refreshed it to cover the next two years.

Our goal is to involve our stakeholders in the community engagement process to make community engagement the golden thread that is woven throughout the Better Start Bradford programme. We want to achieve family level outcomes such as families being able to influence the decisions that affect them. Fiona said we also want an integrated approach across the whole programme, rather than the work of a few people and we need to involve new partners such as the organisations employing the neighbourhood workers.

Fiona stated that we have decided to adopt the Scottish National Standards for Community Engagement (none exist in England). All five A Better Start sites are signed up to them and this helps us to have a framework for engagement activity.

Fiona went through the components to the strategy. The first is inclusion and involves us identifying people affected by BSB and involving them in design and delivery of services and in programme decision making, for example via Parents in the Lead activities. The next is support and includes overcoming barriers to participation, for instance by supplying interpreters. The next one is planning and includes listening to the community voice and feeding it into our plans.

Working together is the next one and includes community readiness in the planning of our projects. The next item is methods and includes door knocking and attending events. Communication is the next item and a wide range of methods are used although face-to-face contact is really valued. The final one is impact and we will assess this and improve things by what we have learned. An example is the taster sessions for Cooking for A Better Start we held over the summer which have had some success in recruiting people to the main project.

Gwen remarked that impact is important and asked how it will be measured. Fiona said we will be doing service re-design and looking at how to measure impact and putting in indicators. There will be quantitative evaluation and more case studies, reflective diaries and examples of 'you said, we did.' The Innovation Fund may give some opportunities and we hope it will work with the neighbourhood project. Partnership Board members are welcome to attend any groups.

Josie said a great job has been done with the logic model and impacts can be looked at. Carlton asked how learning can be shared and Fiona mentioned an annual report, case studies and that she hopes a quarterly report is provided to the Partnership Board and the community. We may develop a community panel.

Gwen commented that our strategic partners are missing from an integrated approach. Fiona agreed but said we do door knocking with prevention and early help staff. She mentioned community partnerships, Living Well and the Local Plan. Shaheen asked how behavioural change in the community would be captured and Fiona replied this would be via qualitative work.

## **8. BSB Story So Far**

Alex explained that we have had many requests for data and information about what we have learnt and achieved to date. We will reach the half way point of the programme at the end of March 2020 and are planning to put on an event in Bradford to tell the 'Story So Far.'

The National Lottery Community Fund will also be putting on an event in central London on 21 April which our event will feed into together with the other ABS sites. The keynote speaker will be the Chief Midwifery Officer for NHS England, Jackie Dunkley-Bent and possibly the Chief Nurse as well. Alex said she hoped there would be representation from the Partnership Board there. There will also be a 'Story So Far' report and she asked the Partnership Board for information about what they want to know.

**Action: Partnership Board members to feed back to Alex via email about what they want to see in the 'Story So Far' document.**

Josie added that the national data dashboard has finally been agreed and we can now share unique beneficiaries, see the uptake and it would be good to add this to the Story So Far. Alex agreed that the information included in the dashboard will provide much of the desired

statistics but there are also softer and more localised areas we will want to showcase. We are looking for a keynote speaker for this and Josie suggested Kate Pickett and Shaheen mentioned someone from the EEF or Early Intervention Foundation. Alex added that the event will also be an opportunity to enthuse and engage partners in the second half of our programme.

Sarah said what we need to be able to say is, 'this is what we have discovered, therefore you need to do this kind of intervention.' Josie mentioned the 'so what' question and Alex replied that at this stage we are likely to be reporting on indications of this rather than be able to share conclusions. The Blackpool Better Start conference earlier in the day had a theme of evaluation and demonstrated that it takes a long time to get some of the answers to the 'so what' question.

## **9. Strategy Day Planning**

Alex noted that our annual Strategy Day is traditionally held in January, but with the refreshing of the theory of change she and Vipin felt it would be better to do this after the 'Story So Far' event. She explained that Jill is leading on the theory of change and this is a good opportunity to update the partnership board on the work to date.

Jill recapped that The National Lottery Community Fund have reviewed their theory of change and have asked all ABS sites to refresh theirs. We have gone back to the information that was submitted as part of the bid and looked at the need, interventions and outcomes of the theory of change and are updating these where necessary. The strategic needs in the theory of change have not changed. The risk factors include poverty and low parental involvement in children's learning. There is also low access of ante-natal care and pregnant women tend to present late. Other needs are being able to understand the importance of prevention and early intervention and identifying needs at an early stage.

Interventions have nine key strands and need updating to show what we want to do. It includes working with key partners, community engagement, the community having ownership of and shaping the programme, workforce development and data sharing. Jill said that we are in the process of reviewing these, seeing if they are still appropriate and if the wording is right. This will include seeing if the programme's activities deliver what we want, what the benefits are of the work we do, what will happen if we do this and making a difference.

Alex said we are looking at April or May 2020 for the Strategy Day. She has found the theory of change review helpful as she was not here when the bid was written, but we need to adapt the theory of change to the world now and the National Lottery Community Fund must be involved in this process.

Shaheen remarked that it would be interesting to see if the poverty level has changed since the bid, with the impact of universal credit. Alex confirmed, replying to a query from Gwen, that the Strategy Day will focus on the new theory of change which must be owned by the Partnership Board.

**Action: Jill will email the theory of change around the Partnership Board.**

## 10. Programme Monthly Report

Alex reported that we have just had a fabulous Baby Week and over 1,500 people had attended. There had been over 40 activities, attended by staff, volunteers and partners. We had also held two Baby Raves which were very popular. 250 people attended the Tuesday event and 500 went to Saturday's. About one-third of the attendees at the Baby Raves were from BSB families, and they also had a chance to explore the Media Museum.

Kersten England and Helen Hirst spoke at the Baby Week launch event. Plans are underway for Baby Week next year. Vipin, on behalf of the Partnership Board, thanked BSB staff, volunteers and the Comms team for their work.

Alex reflected on the 17 October Learning Together event, at which George Hosking spoke about ACEs and also Lynn Kemp talked about MECSH. Alex also mentioned the screenings of the Resilience documentary to workforce and community groups.

We received three invitations to maternity system events to present on the Better Start Bradford role in reducing health inequalities for pregnant women and babies. This includes presenting at the Royal College of Midwives conference with the Chief Midwifery Officer and is an excellent example of how our practice is influencing national debate.

Alex explained that the Big Little Moments campaign is being evaluated across the five sites and the campaign runs until February 2020.

A bid was made to the Innovation Fund for a Sleep project and our Leadership Fellow Liz Pal is building up a picture of need, and is getting data from Born in Bradford about sleep to evidence this. This will inform whether this is an area for further exploration and development.

NHS England's national inequalities team have invited the Clover Team of midwives, which BSB fund, to be consulted as an example of good practice 'at place' to reduce inequalities.

Alex went on to mention some case studies on our website. One is from Satnam and another is from a community worker from Shine. We are planning some more Action Days, in which we do door knocking and leaflet drops and we will work more closely with the Innovation Hub to explore making these sessions more effective in targeting outreach.

The Dads' Matter Steering Group met in October and was well attended, and there was a Fathers in Focus event during Baby Week.

Alex said that Andy Cope will be attending BSB's next team development day on 18 December to discuss 'secrets' of Positive Psychology, focusing on learning new habits of thinking and behaviour that will sustain personal 'brilliance' in and out of work and Partnership Board members are invited to join us.

Vipin remarked that 8 out of 10 Parents in the Lead applications had been successful in the last round, demonstrating how effective the process has become. He passed on our thanks to the parents on the panel. Shaheen is on the panel and said they are seeing a much better quality of applications now.

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.

**11. Any other business**

There was no other business.

**12. Date of next meeting**

The next meeting is on Thursday 12 December 2019 at the Mayfield Centre, starting at 9.30 am. Fareeda gave her apologies in advance for this meeting.

The meeting closed at 7.20 pm.