

Better Start Bradford Partnership Board Minutes
Thursday 10 September 2020
Via Zoom

Meeting Started: 09:35

Meeting Ended: 11.30

Present:

Vipin Joshi	Community Board member (Chair)
Alex Spragg	Programme Director, Better Start Bradford
Josie Dickerson	Acting Director, Born in Bradford
Sarah Hinton	Board Member, Bradford Trident
Tracey Hogan	Voluntary and Community Sector representative
Adal Qureshi	Community Board member
Gwen Balson	Community Board member
Karen Tetley	Community Board member
Satnam Singh	Community Board member

In Attendance

Phil Hayden	Director of Programmes for Children's Services Innovation and Improvement, CBMDC items 1 to 6 only (in place of Mark Douglas)
Tom McCulloch	Head of Funding, The National Lottery Community Fund
Gill Hart	Funding Manager, The National Lottery Community Fund
Gill Thornton	Head of Programme, Better Start Bradford
Zebunnisa Ahmed	Programme Co-ordinator, Better Start Bradford
Fiona Saville	Interim Community Engagement Coordinator, Better Start Bradford
Guy Dove	Programme Administrator, Better Start Bradford
Humera Khan	Family and Community Engagement Worker (item 8 only)
Sally Teasdale	Family and Community Engagement Worker (item 8 only)

Apologies for Absence:

Mark Douglas	Fareeda Mir	Marium Haque	Sarah Muckle
Salma Nawaz	Ishaq Shafiq	Shaheen Khan	Samina Begum

1. Welcome, Introductions and Apologies

Vipin welcomed everyone to the meeting and noted the apologies.

Everyone introduced themselves to each other. Tom is the new Head of Funding for A Better Start at the National Lottery Community Fund, replacing Sarah Gibbs.

2. Minutes of the Previous Meeting – 23 July 2020

The minutes were accepted as a true and accurate record.

3. Matters Arising actions table

Gill Thornton advised that we tried to schedule the community Board member workshop (which would cover the Better Start Bradford timeline) before this meeting, but we could not find a date via a Doodle poll which even 50 per cent of people could make. We are now looking at having the workshop on 6 October.

Action: BSB to send more details about the workshop out next week.

Josie confirmed that the work to transfer Innovation Hub learning to the grassroots is underway. The 6 October workshop will cover this and there has already been really helpful feedback received from the Community Readiness Action Group which should help to empower the community.

Alex noted that the programme strategic objectives have been emailed to the Partnership Board. She received feedback that the wording of one of the programme strategic objectives was too long and this has been amended. The new version is being used in this month's programme monthly report.

Gill Thornton discussed the RAG-rating in the programme monthly report with Zebunnisa. The RAG-rating is now being reviewed every month.

4. Declarations of interest

There were no declarations of interest.

5. 'Getting to know you' session

There was no session this month. Guy confirmed that he did ask for volunteers.

6. Reporting process

Zeb went through the document in the meeting pack which provides the Partnership Board with guidance about the process of programme monthly reporting. Effective communication is a key component of successful programme management and delivery.

Programme monthly reporting is a formal consistent narrative providing progress against the programme plan and strategic objectives.

Our programme monthly report is in sections. The first one is Strategic Objectives (as agreed for 2020-23) and it provides a summary of the progress against the programme plan. Key Highlights and Impacts record any notable accomplishments and anything that has made a significant impact. It is not the place to record business as usual items.

The next section covers Deliverables which are all outputs identified within the scope of the programme, categorised by functional area and with the corresponding workstreams aligned. Each deliverable is RAG-rated (Red, Amber, Green). The appendices of the document in the meeting pack give an overview of the RAG status. Zeb read out the five functional areas

(Strategic, Implementation, Transformation and Change, Communication and Marketing and Family and Community Engagement) and what each one covers.

Emerging Risks and Issues is the next section and covers any of these that have impacted on the programme in the reporting period. When a problem is identified, the programme team offer a solution.

In the Upcoming Deliverables/Key Milestones section Zeb confirmed this covers upcoming milestones in the month ahead.

Page 3 of the document in the meeting pack contains an infographic on the reporting process. A lot is involved in the reporting process and it is an ongoing cycle. Sections of the programme monthly report go to the Finance & Audit sub-committee, Partnership Board, the Bradford Trident Board and the National Lottery Community Fund.

Gill Thornton said that the other groups who receive the report look at wider actions, not just what the report contains.

Josie said the Innovation Hub Programme Management Group (which meets every two months) needs to feed into the BSB reporting too. Vipin commented that this was a good suggestion.

Action: Josie to explore opportunities for the Innovation Hub to feed into BSB reporting.

Gwen remarked that the programme monthly report is a useful way to look at what is happening. Tom said it is good to see that RAG-rating is in place and asked if the ratings are collectively agreed, tested and challenged and that it would be good to have an example. Gill Thornton confirmed that this is the way the RAG-rating works.

Gill Thornton added that we are discussing incorporating Improvement Science into the programme monthly reporting process.

7. 2021 proposed meeting dates

Guy referred to the draft schedule for Partnership Board meetings during 2021 and confirmed he had tried to avoid Easter, Eid and school half terms.

Adal noted that things may change next year but it was agreed that for now the suggested meeting dates are fine.

Decision: To accept the suggested Partnership Board meeting dates for 2021.

8. Community engagement update including Neighbourhood project update

Fiona observed that she has not presented to the Partnership Board for a while and wanted to provide an update.

BSB's Family and Community Engagement team (FACE team) comprises of Fiona, Sally and Humera. Sally and Humera joined in January 2015 and have developed many partnerships and we get more contacts within the community every year. The team have done an update

for the 'Story So Far' and have become more targeted in their work. Between January and March 2020, prior to the lockdown, they engaged with more than 50 community groups and engaged with 660 adults and children.

The Covid pandemic has obviously changed the ways of working and Fiona's team have been doing remote contacts e.g. telephone calls, Zoom, social media.

The Neighbourhood project has worked well with the FACE team. Neighbourhood workers have supported the community during the pandemic by collecting prescriptions, dropping off shopping and have worked well with Bradford East community hubs (Parkside, Karmand, Laisterdyke). They have provided information about food distribution hubs, supported families to access the support they need including making phone calls to support those who have struggled to get online. They were also integral to the identification of need for resources to support family activity during lockdown and they distributed a substantial percentage of the family activity packs.

The team have developed an issues and responses log during lockdown which has highlighted things like accessing online resources, but problems vary across the BSB area. We developed and distributed 1,000 family activity packs which included resources and printed activity suggestions as well as key information from Public Health such as about immunisations and multigenerational households. Sometimes food packages were included with the activity packs.

Fiona explained how the team had contributed to evaluation during the pandemic and consultations with Neighbourhood partners, sharing learning with Public Health, Prevention and Early Help, the Innovation Hub and the other A Better Start sites. There are also the Insight publications from National Children's Bureau which are used to share the BSB experiences. Covid will be taken into account when doing the service redesign of community engagement for the next five years.

We held a community engagement webinar on 29 July and Fiona said local partners were invited to speak and Ruth Ibegbuna who was originally from Bradford but now works in Manchester. 80 people attended and a recording is on our YouTube channel.

Fiona referred to community engagement as a 'golden thread' running through the BSB programme, including engagement in governance, service design, the Neighbourhood project, Parents in the Lead and volunteering opportunities. Increased community engagement should help to support sustainability and shift the balance of power to the community.

Fiona invited the Community Board members to get involved with the service redesign of community engagement and the Neighbourhood project. A new community engagement researcher (Lizzie) starts at the Innovation Hub in October. Service design meetings are held every Wednesday morning. The evaluation will be a mixture of quantitative and qualitative methods.

The Neighbourhood project went live on 1 November 2019 but Fiona noted delivery did not start properly until 1 January 2020 following the appointment and induction of staff. We appointed two organisations; BD4 Family (who have links with St John's Church, The Vine and The Lodge at Bowling Park) and the West Bowling Consortium (made up of West Bowling Advice Centre, Karmand Centre and the Thornbury Centre). A Neighbourhood worker is

based at each site and they work in different ways to engage with the community e.g. Parents in the Lead, advising on welfare benefits and debt, or making lots of referrals.

From January to August 2020, BD4 Family engaged 168 'new contacts' and made 48 referrals to BSB projects via their Neighbourhood worker. The West Bowling Consortium have three Neighbourhood workers and engaged 373 'new contacts' and made 101 referrals. The Neighbourhood project's annual review will be in January 2021.

Groups are mostly taking place remotely due to the pandemic and guidance on remote groups has been developed for Parents in the Lead. Fiona mentioned three virtual groups run via BD4 Family (for tots, cooking and a coffee morning) and two virtual Parents in the Lead groups (Dance for Health and Dance Mountain).

Fiona then discussed BSB's community champions, we are continuing to connect with them via WhatsApp and phone calls. The community champions share information with the wider community and have their own networks. Emma Stafford will be having monthly coffee mornings with them via Zoom.

Finally Fiona shared that going forward the team will be discussing ways of working differently with the many community groups and hope to increase the remote offer and have more virtual groups instead of 1:1 sessions. We are starting outdoor face-to-face engagement in a safe way, such as Forest Schools. We have improved partnerships with Innovation Fund projects.

Fiona then invited questions. Gwen noted the 'golden thread' aim of community engagement through the BSB programme and that we are five years in and asked Fiona what the vision is for the next five years. Fiona said she wanted to see more engagement and that there are things we can learn from in the past. These include service design and she wants there to be more work with dads. Fiona remarked that community engagement is everyone's business, not just those with it in their job title, and there should be more sharing of messages. We also need to think more about sustainability.

Gwen mentioned leaving a legacy of community engagement and it being a model for others to follow. Fiona said there are opportunities to explore regarding sustainability for Parents in the Lead funded groups and we are working with Cnet and CABAD on finding external funding sources and Fiona envisages a broader partnership.

Gill Thornton observed that we started meetings with projects about their engagement activity over a year ago, and our Comms team run any new campaign past the community champions first as examples of how the golden thread operates in practice. She also mentioned our workforce development work and said the community are part of that. There is an active dialogue about community engagement and it is not a finished job, but it is a started job. Gwen commented that she looks forward in a year's time to seeing a new way of working.

Phil said the presentation had been really helpful. The local authority are keen to develop community engagement within the Prevention and Early Help localities and see parental engagement as key. Phil's team have spent time freeing up Family Hub managers from casework so they can engage with communities and he is keen to see how the local authority can work with the Better Start team. His team want to progress Family Hubs and Phil suggested that a colleague of his (Chad) present to us a future meeting about the locality level work.

Phil noted the local authority are having a more collective conversation and he mentioned that Josie is leading a working group who are doing an age 0-5 needs and demands survey to find out what the real priorities are. He suggested that this works with BSB's trial and test and we have outcome-based accountability. We should see what can be done at a community level and capitalise on activities already taking place.

Phil mentioned legacy and how we re-engineer public services to work with the community. Fiona agreed about the broader conversation and said she was excited about the next five years and there are lots of opportunities to work together. Phil recognised that many services have ceased and there are less services available in the Family Hubs. He noted that Prevention and Early Help should be a way of working, not a service, and the local authority had got this wrong in the past.

Gill Thornton said we would welcome working together and the right names being put on things i.e. Prevention and Early Help being a way of working. We should understand who should be involved in services and Phil confirmed that Early Help should be defined and a multi-agency team should be working with a family with a lead practitioner from Early Help and everything else is Prevention. This should be clear and Phil is keen to write a strategy for children and families in Bradford and to work with BSB. Sarah asked Phil to bring in the role of the voluntary and community sector ('it takes a village to raise a child') and get down to the grassroots VCS and it is vital they are included. Fiona observed that inclusion is improving but there is work still to do.

Gwen agreed that the narrative is important and we need shared definitions. There is a need to discuss how to bring services to the community and a gap regarding data collection, how effectively we are getting people to projects and about people progressing. It should be 'how we do it' as we already know 'why we do it.'

Satnam remarked that we need to talk to and involve the community and we need to carry on the legacy work. Phil commented that often the local authority have the data, but the community have the knowledge re engagement. Services have been delivered that the community do not want, because the local authority thought they were needed. Fiona said there are lots of unintended outcomes and the development of Parents in the Lead gives opportunities. Over 70 Parents in the Lead projects have been funded and they are becoming more sustainable and we do things like bring the HENRY project to them i.e. taking projects out to parents. This is work we want to develop.

Karen commented that she agreed with what had been said and about involving the grassroots. Parents in the Lead has been successful as the parents know the buildings, the staff and it is where they are comfortable. Fiona noted that parents are leading groups, applying for the funding and recruiting volunteers. BSB have learned a lot and are doing things differently, bringing the projects to people and thinking how sustainable they are.

Not all the BSB projects will be sustainable and mainstreamed but Gill Thornton said some are successful, for example Talking Together assesses 80 per cent of the relevant children. The Parents in the Lead projects are based on our objectives and get messages out about the importance of Early Years.

Josie remarked that Fiona has done an amazing job in empowering the community to go ahead and develop things themselves. It looks like these are getting an impact to the

grassroots. Vipin suggested the Neighbourhood workers meet the Community Board members and Fiona agreed with this.

Action: Fiona to arrange for the Neighbourhood workers to meet the Community Board members.

Vipin recalled that some other organisations had bid for the Neighbourhood contract and been unsuccessful and asked if working with them now was difficult. Fiona replied that she has not found that this has been an issue.

9. Programme Monthly Report

Gill Thornton noted that we have already mentioned community engagement and the forthcoming workshop for Community Board members.

Better Place are about to complete their work in the intervention area and are now having conversations about work in the control area, and are talking to the community about what is needed there. Unfortunately Groundwork's Community Co-ordinator is leaving and we are in discussions with them about continuing engagement.

Gill Thornton said plans for our first podcast series are going well and suggested board members look at the National Children's Bureau Insight reports. BSB's Comms Team has been very busy with campaigns and general information.

BSB's virtual antenatal sessions have been very successful and have had some local media coverage. After noting feedback from the attendees we have increased the number of sessions and developed a bespoke twins/multiple birth session.

Gill Thornton confirmed that the CCGs have approved RIC funding to expand the Personalised Midwifery project and we are working with them to develop that and our own project. Learning from the Clover team of midwives has been interesting and they are re-starting again on 1 October having been suspended due to Covid.

The ACEs strategy work is going ahead, promoting trauma-informed care.

Gill Thornton confirmed that Kerry Bennett and Edwina Lintin are back working with us, following their redeployments back to Health due to the pandemic. Liz Pal will be staying with BSB for an additional year as Child Health Lead. Gill Thornton noted that some BSB staff members have suffered family bereavements during lockdown which has impacted on the whole team. Staff resources have been put under pressure due to this and long term sick leave and BSB may need to come back to a future Partnership Board with suggestions for dealing with this.

Gill Thornton moved on to the Implementation part of the report which describes the performance of projects. The impact of Covid has been greater for some projects than others. ICAN has been affected by nurseries being closed or being uncontactable and the physical visits necessary for accreditation, even when settings have reopened, have been impossible. Talking Together are offering virtual support, but some families want face-to-face contact and are on a waiting list.

Baby Steps is performing well despite the pandemic, but the service manager is leaving (to go to another BSB project) and will be replaced as soon as possible. The new Landscape Architect has started at Better Place and Bradford Council will be piloting School Streets, which is an air quality improvement initiative.

Bradford Doulas have also been awarded RIC funding and we will be working with them and the CCGs to develop the new service. The 'new' HAPPY which the Partnership Board approved at the June meeting is proving to be very successful and we will be considering this in relation to the wider antenatal offer proposal which we will bring to the Partnership Board early in 2021. Perinatal Peer Support has a contract review soon and we will be looking at how their service fits with the wider system.

Gill Thornton turned to Innovation Fund projects. Horton Community Farm has distributed seed and growing packs through the food hubs during lockdown and have put growing beds in at Shine. The Womenzone Play Gym and Café have started groups again and is buying equipment. Sharing Voices' Resilient Dads will be starting delivery from 1 October. For the Oral Health project, Gill Thornton noted that MECOSH will soon be starting and will be working with them. Finally, Older Yet Wiser will be considering if a virtual offer is possible with grandparents and if not, they will start delivery next year.

The Parents in the Lead panel has not met during Covid but we have kept in touch with the members. The ABS Volunteers' Community of Practice met on 17 August.

Gill Thornton advised that the service level agreement for the Industrial Centres of Excellence (now known as Critical and Technical Education Partnership) has been signed off. Baby Week is still happening in November and we are planning a webinar covering health inequalities for BAME women and she asked if any Partnership Board members would like to get involved in the planning. We would like a diverse panel including someone with lived experience of the issue, Josie suggested Prof James Nazroo as a speaker.

We are reviewing our contract with the Evolve Learner Management System.

The BSB Comms team have been very active and are designing the signage for The Roughs, an area of woodland in Bowling Park which Better Place are improving. There have been some interesting blogs and work with projects about their Comms. BSB are submitting nominations for the 2020 Nursery World awards.

Finally Gill Thornton mentioned engagement with the Mary Street traveller site and involvement in the district wide Roma engagement strategy.

Gwen asked about Doulas and problems with staff recruitment. Gill Thornton confirmed they are providing the service we are funding and they also have RIC funding. We are working with them on recruiting a staff co-ordinator. The engagement role there needs filling although they do have enough Doulas, but there is a need for recruitment and training of new Doulas.

There may be a more detailed report at the next Partnership Board, but Gill Thornton said that the Doulas project is 'static.' They are doing telephone and online support, but they are keen for face to face support to resume and the challenge lies ahead. Gwen asked what area new Doulas come from and Gill Thornton did not know, but noted that the BSB area overlaps with the old City CCG area and we do not anticipate there being two cohorts of Doulas. There has been no new Doula recruitment due to the lockdown.

Gwen remarked that Doulas is successful elsewhere but not in the BSB area. Gill Thornton noted they are based in Manningham but has not been told that is a problem for BSB women. The offer is the same in both areas and the numbers of women supported depend on referrals. We have suggested they have a base in our area but the Doulas do not think their location is a barrier. Gill Thornton however will ask the Implementation team to consider if Doulas should still be RAG-rated as Green.

Tom commented that as a new attendee he enjoyed the community engagement discussion. Now we are five years in, he asked that with our test-and-learn method if we are confident there is a route to 2025, knowing which of our projects have worked and have not worked. Gill Thornton confirmed there is a route and it will be discussed at the national A Better Start online session on 28 September. An example of work done to date is the Personalised Midwifery project where we are looking at the next two to three years and at building a sustainable continuity of care model.

Gill Thornton also confirmed that the Commissioning Advisory Group are already discussing the commissioning process with our statutory partners. The review of our antenatal offer is also looking at what is sustainable. We are thinking about projects we may need to stop doing. Tom referred to the 28 September event and noted BSB on the partnership that was formed for the bid and he hoped that colleagues would attend.

Vipin said we are lucky to have great partners and they have asked BSB about learning regarding age 0-4s. He noted that the Community Board members have been asking about sustainability for years and we started sustainability planning in Year 3. We have closed down projects that are not working such as Family Nurse Partnership. Learning from the last five years is already helping with sustainability. Tom observed that the support and challenge today has been good.

10. Quarterly strategic update

Alex said it would be useful to give some information about the wider context in the district. There have been focussed meetings about Covid recovery and work done on making businesses and organisations Covid-secure and getting children back into education.

The Department for Education have funded Barnardo's to work on See, Hear, Respond which works with children whose families are struggling to cope with the impact of Covid but are not being seen by education settings or other key services. This is a local response and Alex will share details on how to refer into it.

The BAME Mental Health Collaborative have launched a survey to understand the health needs and experience of BAME communities during lockdown and the impact of Covid-19 on their mental wellbeing.

Alex reported that the Children's Systems Board are supporting Bradford's bid to be accredited as a UNICEF Child Friendly District, a co-ordinator is to be appointed to take this work forward. Development is underway on the Children and Young People's Plan for 2021-2025 and Alex had reiterated the need for age 0-5s to be better represented within this. Alex also mentioned the Adverse Childhood Experiences strategy development.

Alex moved on to the Children's Services Improvement work. A project steering group is developing an Integrated Core Offer for children aged 0-5 and is bringing in secondees from

health visiting, prevention and early help, education, midwifery together to lead on this, Kerry will be supporting this work.

Finally Alex mentioned Living Well which has a partnership approach to supporting individuals to make healthy choices. There is an online survey about health and wellbeing behaviours to inform future health campaigns.

Action: Alex to circulate the Quarterly Strategic update paper by email because it was tabled at this meeting.

11. Any other business

Vipin noted the family bereavements suffered by the BSB staff team and asked for the Partnership Board's condolences to be passed to them.

Vipin also wished to thank Public Health for their hard work during the pandemic and for their participation.

Finally Vipin asked if everyone had felt they had an opportunity to contribute to this meeting and all agreed that they had.

12. Date of next meeting

The next meeting is provisionally on Thursday 15 October 2020, starting at 5.30 pm.

The meeting closed at 11.30 am.