

Better Start Bradford Partnership Board Minutes
Thursday 19 November 2020
Via Zoom

Meeting Started: 09:35

Meeting Ended: 11:20

Present:

Vipin Joshi	Community Board member (Chair)
Ruth Shaw	Senior Head of Strategy, Change and Delivery, Bradford District and Craven Clinical Commissioning Group
Sarah Hinton	Board Member, Bradford Trident
Alex Spragg	Programme Director, Better Start Bradford
Josie Dickerson	Acting Director, Born in Bradford
Adal Qureshi	Community Board member
Karen Tetley	Community Board member
Ludmila Novosjolova	Community Board member
Salma Nawaz	Community Board member
Samina Begum	Community Board member
Satnam Singh	Community Board member

In Attendance

Phil Hayden	Director of Programmes for Children's Services Innovation and Improvement, CBMDC (in place of Mark Douglas)
Gill Thornton	Head of Programme, Better Start Bradford
Gill Hart	Funding Manager, The National Lottery Community Fund
Jill Duffy	Implementation Manager, Better Start Bradford
Liz Pal	Child Health Lead, Better Start Bradford
Nicola Hancock	Programme Facilitator, Better Start Bradford
Guy Dove	Programme Administrator, Better Start Bradford

Apologies for Absence:

Tracey Hogan	Duncan Cooper	Fareeda Mir	Tom McCulloch
Mark Douglas	Shaheen Khan	Gwen Balson	Olga Dolganiuc

1. Welcome, Introductions and Apologies

Vipin welcomed everyone to the meeting and noted the apologies.

Everyone introduced themselves to each other.

2. Minutes of the Previous Meeting – 15 October 2020

Phil advised that relating to the discussion on page 5 he now has an update about work to provide IT to vulnerable families via schools and he will send Alex the details.

The minutes were accepted as a true and accurate record.

3. Matters Arising actions table

Alex noted the first two action points relate to further developing data. Josie confirmed her team are working on the presentation given to the Partnership Board and adding a voiceover to it so non-attendees can see it. They are also considering how best to make the presentation useful to the community. The new community engagement research fellow (Lizzie) is leading this and Josie said it would be useful for Lizzie to attend a Partnership Board meeting. Lizzie is already meeting people and liaising with the Neighbourhood project.

Josie noted that the Partnership Board need to get regular updates on the data dashboard and this is a work in progress.

Personalised Midwifery is progressing through service design which is scheduled to complete by the end of 2020 and this work is on track. Better Start Bradford's partners are involved in the service design.

Samina met with Jo Howes and Fiona about support needed for parents' mental health. We are developing winter Wellbeing packs to be distributed to families containing activities for parents and children. Alex confirmed that Salma's feedback about support needed for parents' mental health has been shared more widely. Gill Thornton noted that a new Parents in the Lead round will be starting in January 2021 with a mental wellbeing theme.

4. Declarations of interest

Samina declared that she would not take part in item 6 and she left the Zoom call for the discussion. She volunteers for the Peri-natal Support project.

5. 'Getting to know you' session

There was no session this month. Guy noted that volunteers would be welcome and several Partnership Board members have not done this yet. Vipin asked that those members be emailed and invited to cover this session.

Action: Guy to email all Partnership Board members who have not done the 'getting to know you session,' inviting them to volunteer to do so.

6. Peri-natal Support contract review

(confidential item)

Decision: Recommission existing project for a further 3 years, with a contract review after 1 year to determine whether sufficient progress has been made. This should enable the project to further establish relationships with partner agencies, referral

networks and firmly position itself within the perinatal care pathway as a peer delivered befriending service that compliments existing and/or planned services and demonstrate sufficient progress in increasing recruitment.

Better Start Bradford to explore with the project how to improve value for money.

7. Review of role of Community Board members

Alex explained that we had agreed to a request to review the role of the Community Board members earlier this year.

The queries raised about honorariums have been resolved. The workshop delivered in early October was developed following the working group discussions. The workshop contained a summary of the BSB timeline and Innovation Hub evaluation data and a further piece of work has come from that.

The Community Board member agreement has been reviewed and there has been a refresh of the representation requirements which has been shared with the Community Board members. Feedback on this is still needed from some but this will be followed up in the round of Annual reviews which will soon be taking place. Any Community Board member who cannot make the suggested times and dates for their review should suggest some alternative ones to Guy.

8. Developments of the Prevention and Early Help Strategy

Phil shared the Powerpoint presentation that had been delivered to the Prevention and Early Partnership.

The Health and Wellbeing Board have an all age approach. Phil read out some definitions of 'Prevention' and 'Early Help' and said they do not fully articulate help for early years and why we need to have a strategy. He moved on to a 'Setting the Context' slide and noted the aim to get people away from thresholds for services. 'Level 4, Safeguarding' is the highest category and requires a combination of services. Level 1, Universal applies to families coping on their own. For Early Help, Phil referred to a definition from Eileen Munroe – a number of families with complex and multiple needs require a lead practitioner who brings help to the family (Level 3) before having to reach children's social care.

Demand is difficult to work out as there are no national indicators. In January 2013 a calculation was designed which suggests there are 3,500 children in the district known to children's social care, which ties in with national figures. It is estimated that 80 per cent of children are Level 1 or 2 (Universal or 'Additional Needs.') 16.4 per cent are Level 3, 'Partnership Response.' This works out at 23,500 children but Phil explained this does not mean 23,500 children every day – they may just need an intervention once or twice in their lives. The estimate is that there are 7,500 children, 30 per cent of this, at Level 3 today. The local figure may be higher than this due to the levels of deprivation.

Phil said that an assessment framework is used for Levels 3 and 4. Health visitors use one for under fives and he thought some sort of framework should be used for Universal.

Phil turned to the focus of the strategy. For Prevention, children should be identified much earlier. There is a focus on the first 1,001 days (including pregnancy), adolescents, poverty,

predictors of poor outcomes, SEND and diagnosable conditions. The local authority do not have strategies for all these things and some families have all of them. There should also be a focus on where to put resources to best effect. There is still a need to identify complex needs and for adult social care to respond at an early stage. While influencing others, there is a need to consider community safety, community engagement and economic prosperity.

Phil presented a slide which showed how Prevention and Early Help influences other areas of work such as Parenting Strategy. He listed the eleven guiding principles, such as the 'No Wrong Door' approach to improve the response and support to children, young people and families.

The priorities/objectives of the strategy include getting wide participation so the strategy becomes acceptable, and a focus on influencing others.

Vipin thanked Phil for his presentation. Guy will email it around the Partnership Board.

9. Communications update including Covid response and Big Little Moments evaluation

Gill Thornton explained that Michelle Thompson could not be present and so she is giving a 'light-touch' presentation on her behalf.

The Partnership Board receive a Comms update in the programme monthly report every month. Gill Thornton introduced the team (Michelle, Grainne and Ally) and noted that 2020 has been a very different year. BSB responded quickly to the pandemic by putting a Covid page on the website and working with Public Health. We set up an activities page and did a radio ad campaign to help get information out to parents.

BSB also supported projects with virtual delivery and launched our own virtual antenatal classes. Our website has an Events calendar, project details, news and blogs, and an up to date activities page. This includes projects and partners activities.

Our monthly newsletters have continued. Adal asked that these be sent to all Community Board members. We use local media such as radio and newspaper and social media. Marketing materials used include posters, flyers, postcards and all weather banners and are constantly being rolled out.

Challenges included working from home, digital exclusion among some families and responding to change.

We supported Infant Mental Health Awareness Week in June and over 200 people attended our webinar. This led to two further webinars – one in July led to the set up of a community engagement network and, last week's webinar about inequalities in maternity care which will be used to train Bradford midwives. Baby Week took place last week and was publicised via digital screens, an ad van and media coverage.

Gill Thornton moved on to the Big Little Moments campaign. We worked with projects to promote it and used social media channels. There were three platforms with lots of users and this was very important during lockdown.

The Big Little Moments campaign was across all five A Better Start sites and was independently evaluated. Gill Thornton gave the highlights from the evaluation report. The

Big Little Moments campaign was appealing and parents liked it and were aware of it. Its purpose was to impact on behaviour and there is some doubt that it did. The evaluation recommended that the campaign be tied into other services offering support to parents which was already implemented in Bradford.

The evaluation reported there were too many behaviours and Gill Thornton confirmed we had fed that back at the beginning. She confirmed that we will continue using the Big Little Moments materials and improve how we use them from the research.

We are continuing to respond to Covid changes. We worked on a blended response over the summer with some face-to-face and outdoor delivery. It may be the New Year before we are reaching digitally excluded families.

Ludmila asked how many parents engaged in Baby Week but Gill Thornton said she did not have those figures. There was a mix of parent and professional facing activity and several sessions were recorded so they could be accessed beyond the live event.

Vipin asked if the Big Little Moments campaign increased name recognition for A Better Start. It was felt this has improved over the last 12 months.

10. Programme Monthly Report

Gill Thornton asked for any queries to do with the report and there were none. Vipin noted that only two projects were rated Amber and all the rest were Green.

11. Any other business

Vipin thanked the BSB team and its partners for keeping the programme running during Covid.

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 on Thursday 10 December 2020, starting at 5.30 pm.

The meeting closed at 11.20 am.