

Better Start Bradford Partnership Board Minutes
Thursday 17 October 2024
Via Zoom

Meeting Started: 17:30

Meeting Ended: 19:20

Present:

Vipin Joshi	Community Board member (Chair)
Sarah Hinton	Board Member, Bradford Trident (items 8 to 10 only)
Gill Thornton	Director, Better Start Bradford
Josie Dickerson	Programme Director, Born in Bradford Innovation Hub (except item 6)
Matt Sandford	Director of Partnerships and Place, Bradford District and Craven Health and Care Partnerships
Gwen Balson	Community Board member (Vice Chair) (item 1 to 8 only)
Humera Mahmood	Community Board member (Vice Chair)
Samina Begum	Community Board member (Vice Chair) (item 6 onwards)
Becky McIlvenny	Community Board member (items 1 to 12 only)
Gazala Taj	Community Board member
Karen Tetley	Community Board member
Ludmila Novosjolova	Community Board member (items 1 to 11 only)

In Attendance

Gill Hart	Funding Manager, National Lottery Community Fund
Kerry Bennett	Assistant Director, Better Start Bradford (item 7 onwards)
Vikrant Bhatia	Programme Manager, Better Start Bradford
Justine Bowman	Finance Manager, Better Start Bradford
Sophie Eveleigh	Contract & Implementation Officer, Better Start Bradford
Guy Dove	Senior Programme Administrator, Better Start Bradford

Apologies for Absence:

Ishaq Shafiq	Lisa Brett	Olusola Onifade	Sara Ahern
Carlton Smith	Rizwana Jamil	Salma Nawaz	

1. Welcome, Introductions and Apologies

Vipin welcomed everyone to the meeting and noted the apologies.

A round of introductions took place. Matt is attending his first meeting and is the new representative from the Integrated Care Board.

The meeting was inquorate, and it was agreed to discuss and make recommendations which would then be emailed to the whole Partnership Board asking for comments and approval. A deadline for Partnership Board members to respond by will be imposed, with any not responding assumed to agree with the proposed recommendations.

2. Minutes of the Previous Meeting – 17 October 2024

The minutes were accepted as a true and accurate record.

3. Matters Arising actions table

There is an action for Better Start Bradford to put on a Learning Together session about the Neighbourhood project, including co-production. Gill Thornton said this is still a work in progress. Our intention is to have a final big programme event at the end of February to mark the end of our National Lottery Community Fund funded delivery of services. The involvement of parents and the co-production approach to the programme is likely to be the event's theme, incorporating the learning from the Neighbourhood project.

Humera remarked that the funding has been amazing and the parents and kids have enjoyed it so much and it is a shame it is ending. Gill Thornton mentioned that it is not ending just yet, there is still lots to do and part of our objectives next year are to continue to build capacity.

Another action is for BSB to chase up our statutory partners about Partnership Board representation. Progress is being made and partners just need to name the actual people. Jo Medd from commissioning in Children's Services has now joined the Commissioning Advisory Group. The Healthy Children and Families Board have acknowledged that it is important that involvement in our Partnership Board happens and there is support from Rose Dunlop, Deputy Director for Public Health. Kerry added that there is some traction about the ask of our partners to re-establish their commitment to Partnership Board membership and she is feeling hopeful about it.

An additional funding decision about Talking Together is on the agenda for this meeting (item 7).

The decisions made by the inquorate Partnership Board last month about Better Place, Breastfeeding Support, Incredible Years and Little Minds Matter were later ratified. Gill Thornton shared that the wording about the decisions slightly worried some of our partners – the relevant projects have not technically transitioned into Start for Life. BSB are delivering Start for Life projects through a contract with a commission with the local authority. BSB have reworded the decisions to be made at this meeting.

Gill Thornton added for Little Minds Matter that there are discussions about broader funding which the Healthy Children and Families Board said are urgent, and the decision will be going to the Partnership Leadership Executive.

Vikrant will report on inviting Partnership Board membership of the legacy working groups under item 12.

Gill Thornton confirmed that Community Action Bradford and District are picking up the legacy work contract. We have had two meetings with them and their programme co-ordinator for this work will be based in the BSB office one day a week. They will be interviewing Partnership

Board members as part of this work and CABAD will be getting in touch about the interviews. Their people have Better Start Bradford email addresses.

4. Declarations of interest

Josie will leave the meeting for item 6.

Becky works for Family Action which will be covered in item 11 when we discuss Perinatal Peer Support. It was agreed that as we are making no funding decisions about the project, she could remain for that agenda item.

5. 'Getting to know you' session

This was not covered in this meeting.

6. Innovation Hub contract extension proposal

Gill Thornton said that this proposal is included in our budget and has been reviewed by the Commissioning Advisory Group and Finance & Audit Sub-Committee already.

The Innovation Hub has been our evaluation partner from the beginning and Born in Bradford contributed significantly to our bid. Their current contract ends on 30 April 2025. As well as evaluation work, we have jointly presented at conferences, published academic papers and they helped with the set-up of the Early Years Transformation Academy. We jointly created toolkits, presented about theory of change and logic models, held evaluation seminars and there will be a set of webinars soon based on the evaluation findings from the BSB programme. There is also the BiBBS cohort and the Community Research Advisory Group, which involves local parents in making decisions about the research and evaluation.

The BSB programme has been extended to 31 December 2025 and Gill Thornton said it became clear that further support from the Innovation Hub would add significant value to the extension, particularly with embedding and sharing and shaping our legacy. We have had discussions with the Innovation Hub already about extending their contract for a short period of time (a much scaled down version of the existing contract) and we have identified the underspend money for it.

The proposal involves funding of £150k to extend their contract to 31 December 2025. The NLCF have already agreed with the Innovation Hub to fund work on the BiBBS data to 2028, so we can continue to get learning from the BiBBS cohort alongside ours and this is included in their proposal.

If the Partnership Board approves this extension there would be a more detailed work plan and we would draft a contract variation which we would report to the Partnership Board. The Commissioning Advisory Group asked that the significant role of parent and community involvement in the programme be included. This should be reflected in the extension work plan and should involve sharing the learning, tools and models and examples about these.

A key area is to continue to work on the legacy, learning dissemination and embed learning. Toolkits and training modules can be used as a platform to be shared nationally. There is a National Children's Bureau contract to do this work, but some of it is shared independently. Gill Thornton said as we have a new government, it is a good time to share learning about

how to support early years. She mentioned using briefings, videos, research nationally and regionally and sharing with partners such as The Child of the North.

There will also be using the findings to continue to make the case for early Prevention. The Innovation Hub will also aim to complete the age 0-19 outcomes framework as a working model into Connected Bradford and working with the Health Determinants Research Collaborative. Mariam Haque asked at the Healthy Children and Families Board yesterday why we are not connecting things up in Bradford as they are in other areas.

Another aim is system change, and showing how BSB has contributed to it, influenced it and how we tackle intrinsic cultural barriers within other organisations. This is an important piece of research and we have a lot of learning about it.

Gill Thornton reiterated that the three-year extension of BiBBS to 2028 is not in the £150k costings as the National Lottery Community Fund are funding this. The extension will allow us to do more effectiveness work.

The Commissioning Advisory Group recommended we agree the extension.

Matt asked if an assessment was done of the use of available underspend and if this could be spent on something else, if there is plenty of learning already. He also asked who owns the research that has been developed already, which we are wanting to share. Gill Thornton said technically all the research belongs to the NLCF and Gill Hart confirmed that it does, unless it is intellectual property developed by the A Better Start sites. In that case the NLCF do not own it, but there are some restrictions on its use. Things such as research and evidence would need to be publicly available. The NLCF are asking the sites to send them research and evidence and key elements of that will go on the NLCF website.

Gill Thornton confirmed that all data we have collected is shared with the NLCF. This does not completely include the experimental BiBBS cohort – the data from that is matched with ours. Intellectual property should be publicly available according to our contracts and Vikrant is working on making that much clearer in our closure plans.

Gill Thornton confirmed that the Innovation Hub / Born in Bradford share what they do and it is available to people to use. As many universities are involved who all have their own intellectual property rules BSB will need to ensure all our learning is available and seek clarity about this.

Gill Thornton noted that BSB is a test and learn programme and so a business case is needed to continue to fund something. We have managed to get lots of our projects embedded in the wider system or at least further funded, which fits one of our outcomes. We have already brought Talking Together and Better Place to the Partnership Board as they had an opportunity to get further funding, but there are no other BSB projects that this would apply to – they are all at completion points or are part of Start for Life.

For Talking Together, the Partnership Board feels the benefits to children from the service are so important that it should continue to be funded. Kerry mentioned that NLCF funding is not meant to replace or fund gaps in services and the test and learn element is to inform business going forward. Gill Thornton said any alternative use of funding would need to fit NLCF rules.

Vipin observed that we need more learning to pass on to our partners so that is why the BiBBS extension was agreed with the NLCF and why meetings have taken place to get as far as the

proposal today. We are fortunate to have the programme extension and it would be a shame to stop that learning now.

Gill Thornton said the programme is about finding things that work, not directly improving outcomes. Vipin noted that BSB can take the risks that our statutory partners could not take and see whether things work and lots of our projects have been mainstreamed. We do have major influence on what happens in Bradford and government comes to us about our learning.

Decision: The Partnership Board (subject to the consent of the members not present) agreed to extend the contract with BSB Innovation Hub for a period of 8 months from May – December 2025 and to accept the recommendations from the Commissioning Advisory Group.

7. Draft Quarter 1 Accounts April-June 2024 with revised Year 10 Budget

Justine noted that the accounts have already been scrutinised by the Finance & Audit Sub-Committee (this also applies to item 8).

The Management Accounts to 30 June 2024 show an underspend of £119k against a budget of £1.75 million. This is a variance of 6.8 per cent and Justine observed that this is lower than the usual variances of 10 to 12 per cent. This is because some budgets have been profiled to reflect estimated expenditure patterns, rather than on a straight-line basis, so they should hopefully be more accurate.

The most significant underspend on Management Revenue and Overheads was on Salaries (£31k), due to changes in the leadership team not reflected in the budget, the knowledge and dissemination role not being recruited to and other vacant posts not being backfilled or there was later recruitment than forecast. Despite the reprofiling, there is still some underspend mainly in Marketing and Communications, Learning Together and Community Engagement but we expect spend to come in line later, with more activities planned to mark the end of the programme.

The budget reforecast will deal with some of the over and underspends, such as Freelance Costs which will rise to accommodate the Happy Early Years fund co-ordinator. The budget for Travel will be increased due to there being more activity forecast during the year.

Justine turned to Projects and there was an underspend of £74k for the quarter. Some was brought forward from last year's project underspend but has not been requested for use by the projects yet. All other overspend and underspend in this section has been re-distributed in the budget reforecast, including for Imagine Books (£14.8k underspend) and HENRY (which had a £37k overspend).

There was a continuing theme in the projects of underspend due to staff recruitment and retention problems. The Baby Steps budget is reprofiled to maintain their current staffing structure to March 2025. Incredible Years had 'genuine' underspend of £25k due to recruitment difficulties but this has been corrected by a return received today. In future, they will hopefully be much more on budget.

Breastfeeding Support had an overspend of £5.6k, but this is shown because additional Start for Life funding was awarded after the budget was done.

Justine proceeded to the revised budget for Year 10. The figure agreed in March 2024 has been increased by £578k to £7.3 million. Management Revenue has reduced by £172k due to lower staffing costs, with changes in the leadership structure and some roles not being backfilled accounting for £147k of the £172k.

There is an increase of £27k for Community Support Engagement, due to events planned from September 2024 to March 2025, such as the February closing event. Far more travel is planned as more ABS sites plan closure events, in-person Communities of Practice and £11k is budgeted for travel, which is near to what it was pre-Covid. There will be more attendance at events and conferences as both speakers and delegates.

The budget for Freelance Fees has increased by £7.2k to cover the HEY! Fund Co-ordinator after an extra funding round was awarded. There is £87k budgeted for Contingency and Justine said that all brought forward underspend has been allocated except for Little Minds Matter (£59K) which is under discussion.

The proposed budget for Projects has increased by £665k and 70 per cent of this is due to Start for Life funding across five projects. There is also £78k funding for Little Minds Matter via Healthy Minds. Eight projects requested use of underspend and three allocations have been set aside pending further discussion (for the Innovation Hub (£150k), Better Place (£100k) and Talking Together (£100k)).

Matt asked why the budget for Monitoring, Evaluation and Learning has had zero spend and if there is rollover between financial years (which is not allowed in the NHS). He also asked about the Little Minds Matter funding.

Gill Thornton explained that the Monitoring, Evaluation and Learning budget is separate to the Innovation Hub's and allows our own such work in the team. An example is when the BSB engagement team did surveying with parents like when the HEY! Fund was set up. This is not something the Innovation Hub is contracted with us to do, and we have not used this budget for a while. There was also NatCen's survey about parents' knowledge of our programme and we did some follow-up work to this.

Justine confirmed for Matt's second query that BSB funds can rollover across years and that everything but Little Minds Matter's budget has been reallocated. She observed that Little Minds Matter have a track record of asking to spend their underspend and they had not formally done so when she was writing the report, but they have now.

Gill Thornton explained that some Little Minds Matter use of underspend has been agreed so they could avoid closing their waiting lists while they await a decision about the future of Start for Life and funding decisions by our partners.

Ludmila asked in the Chat if there was such a need for travel, mentioning environmental concerns. Gill Thornton replied that BSB have not done much travel for a long time but now there are final events at other ABS sites, presentations to give at conferences, award ceremonies we will be attending and she is sure there is no unnecessary travel expenditure and we try to take cheap options where possible. The travel budget is likely to reduce next year as the other sites will mostly not be functioning.

Humera asked in the Chat about research about 'Covid kids.' Josie mentioned a Wellcom bid submitted for this. The Innovation Hub have had an interview with them and are waiting to hear back.

Decision: The Partnership Board (subject to the approval of those not present) notes and accepts:

- **The management accounts for the period ending 30 June 2024**
- **The revised budget for year ending 31 March 2025**

8. Update on Revised Year 11 Budget and staff structure in the extension period

Justine said that the Year 11 proposed budget has been increased by £315k, split £128k for Management Revenue and £192k for Projects.

Management Revenue includes staff not previously budgeted for (£78k of the increase) and redundancy and retention payment costs (another £40k). These costs are offset by a reduction in Year 10.

In Year 11 the BSB staff team is reduced from 24 roles to 15, which are not necessarily all full time. BSB feel this is realistic and will still provide capacity in the event of further resignations within the team to achieve the Year 11 outcomes and taking learning from other ABS sites.

Other budget lines reflect trends where there were higher than expected inflation rises. Management Overheads have been discussed with Bradford Trident and their figures are near to those we anticipated (£2 or £3k out).

Justine said a benchmarking exercise has been done about a move to another local serviced office, but overall, there is not an appetite to move, considering the meeting rooms we currently have, the additional costs of moving and a premises move would be a distraction.

Justine went on to Projects and an increase in budget of £192k is proposed. This would mostly be increased funding for the Innovation Hub, then there is £75k to support the transfer or closure of Start for Life projects.

Overall, the focus of the reforecast budgets for both year 10 and year 11 has been to ensure there is enough resilience and flexibility within the remaining structure to ensure the achievement of the year 10 and 11 objectives by keeping costs under control. There will be careful monitoring of the underspend to ensure that any underspend is channelled into assisting local sustainable projects which meet the NLCF criteria, so no money is returned in December 2025.

Kerry displayed the proposed BSB staff structure from April 2025 and wanted the Partnership Board to acknowledge the sensitivity of it and the challenges of the restructure. This staff structure has been shared with the team and the consultation period has started. BSB have held staff 1:1s, a skills audit, the Strategic Away Day and management time-out days. Staff have been brought together for the consultation and to talk through the proposed structure.

The 15 roles in Year 11 are in line with the structure of the legacy working groups, the strategic focus for the final phase of the programme closure, knowledge dissemination and programme closure in line with NLCF requirements.

Kerry explained which roles were remaining and which were already filled as the person doing them now had a particular skill that we need to deliver the legacy plans. Some staff have opted to leave at the original date of 31 March 2025. Others have put in an expression of interest for 'limited competition' roles where more than one person has the skillset required and interviews for these started today and shall conclude tomorrow. All people who are made redundant are being offered ongoing support from Skillshouse. The new staff structure will run from April to December 2025 to deliver the priorities for Year 11.

Decision: The Partnership Board (subject to the approval of those members not present) notes and accepts the amended 2025/26 Year 11 Budget.

9. Bradford Doulas contract completion

Josie said that the Doulas have been working in Bradford and as part of BSB for a long time. There have always been challenges about the low numbers of referrals of women converted into being engaged and paired with a volunteer Doula and then who completed the support they wanted. There have also been challenges with recruiting volunteers, with the intensive training programme involved and then the high amount of support needed to be given to the women and needing to be available for them. Finding volunteers from specific ethnic backgrounds to reflect the community has also been a challenge.

All involved have been aware of these challenges but have not been able to overcome them. The service users include some very vulnerable women but the Innovation Hub have been unable to measure direct evidence of impact, though Josie said she could imagine if the woman giving birth was isolated and perhaps new to the country, the presence of a Doula is very valuable.

The Innovation Hub's recommendations include a need to increase referrals which have always been below target, to get volunteers of the right community background to enable good pairing, and to do research to better understand barriers to becoming a volunteer and to accepting the service.

Gill Thornton said the Doulas is a fantastic service, and the women who use it love it, but the demands of the evaluation are hard for the project. This reflects the structure of the project not being quite right in terms of capacity and skills set, which is a learning point. She pointed out that the project leads are Doulas themselves, but proper management of the project is needed and BSB did have those discussions with them. A lesson learned from the case studies is that the Doula project is valued hugely by the people who benefit from it but we are unable to prove it makes a difference because there is inadequate data.

Josie said that the Innovation Hub never did a 'does this work' evaluation and the project found data a struggle, although the Innovation Hub only asked them for the minimum, the same as other BSB projects. The nature of this project (and Home-Start) means that it is hard to measure key outcomes.

Sophie said there is at Bradford Doulas, a commitment to getting the data up to date. They have a new data system which is better suited to the way volunteers work, with it being more caseload management based. She hopes the data team can continue with this and to get good quality case studies.

Sophie informed that the Doulas are piloting an expansion into Keighley. It is good that they can test the service in a different location and they will update BSB about this in two months. Gill Thornton added that the Doulas have been awarded three years of funding from the ICB and without the BSB funding before this, the project would have struggled to retain the capacity needed to take the additional contract. BSB have given the project a huge amount of support, particularly from our SystemOne Specialist.

Vipin recalled that the project has been RAG-rated as Red for most of the time. The Community Board members have been concerned for many years about the Doulas being unwilling to be based in the BSB area and they only tried this at the end of the project and it did work. It is good to hear they have now changed and they are more positive about learning. This is a test and learn programme and the data is what lets us have that. Vipin felt we have been quite a 'soft touch' with this project and we knew of its benefit but to prove it works we needed the data.

Vipin said BSB have given the project plenty of support, including a full-time member of staff at one stage, and this has been a learning curve for the Partnership Board as well. Vipin felt that we should have been stricter about chasing the data.

The Community prep meeting two nights ago noted an increase in 'Others' in referral reasons from Year 4 onwards, despite there being many other data categories. Vipin said this should not happen again and we would need to follow up what 'Others' mean. Sophie noted that the new data team was given an instruction to do a catch-up exercise. Their admin person had left by the time the instruction was given and she suspected the team did not know the correct data categories for the 'Others' and they could not find the person to ask.

Decision: The Partnership Board (subject to the approval of those members not present) ratified that the funding period for the project has ended.

10. Personalised Midwifery contract completion

Sophie said that Maternity Services are setting up a new Continuity of Care team, in the same area as the Heather team of midwives that was never established. However, it is the right area for the continuity team, using the model that we have tested and now eight midwives have signed up and two more are on a waiting list. We have pushed for the model to be implemented and it is the full model, and it was not set up last time due to a national midwifery staffing crisis, the pandemic and other challenges. Maternity leadership led with this rather than us instructing them to do it. We have had lots to learn from this project about implementation.

Gill Thornton noted that we did not instruct the hospital to set up the continuity of care team. They have always been part of our Partnership Board and attended meetings, agreed to the continuity model and they helped to design it. There have always been issues, with the Midwifery service being under a lot of pressure. It is a huge success that the model that we designed together and implemented together in the Clover team has been picked up to benefit the women who are a target group for this service.

Josie said that she is very passionate about continuity of care and the Innovation Hub intend to do a final summary report about all three stages of the midwifery model. The service did engage with the evaluation element and are keen to learn. This means that the Innovation Hub have strong information about their fidelity to delivery. Continuity of care in the antenatal

period was nearly 100 per cent by the second and third contracts and postnatal continuity of care increased slowly and is now at a reasonable level.

Intrapartum continuity of care was however very difficult, carries a risk of burnout and has never been achieved. The Innovation Hub's qualitative work shows there would need to be a more supportive system and a bigger midwifery team to achieve this.

Josie said it was a shame that the service is not reflecting on that learning about intrapartum, how hard it is to implement and how it puts huge pressure on the midwives. Most women's priorities are less about their 'named midwife' being present at the actual birth. Instead, they value a longer-time period with the midwife, making them more likely to disclose things like emotional issues and domestic violence. Josie would not want a 'tick box exercise' if the named midwife only turned up at the birth.

The Innovation Hub have lots of learning they would like to influence Midwifery with. One of their reports will summarise and pull all this learning together from all three contracts, from the women's point of view, the midwives' point of view and what you need in a system to deliver this. We know this has been a very challenging time for the NHS over the last few years. Another aim is to produce findings from a randomised control trial of Phase 3 looking at birth outcomes and emotional mental health by March 2025.

Gill Thornton added that the Innovation Hub proposal about system analysis is something that she would want to look at in the extension.

Sarah Hinton wrote in the Chat that the acceptance of the continuity of care model shows the importance of relationships again.

Decision: The Partnership Board (subject to the approval of those members not present) ratified that the funding period for this project has ended.

11. Perinatal Peer Support contract completion

Sophie advised that Family Action took the lessons learned from all their contracts and realised that the waiting time between referral and enrolment needed to be reduced to get their enrollee numbers up. As part of their Start for Life work, the wait time from referral to enrollee has reduced to ten days from multiple weeks, which has helped retention quite significantly.

We await the final Innovation Hub Appendix but there are notable improvements to the measures which are statistically significant. Josie added that Family Action have been willing to learn, embraced test and learn and 'before and after' scores for perinatal mental health (depression, anxiety) have been done and there are very big differences. If the Innovation Hub ever get the time, she would like to find a control group to compare the service users to. The Innovation Hub cannot yet prove that the project works but there is evidence of promise.

Gill Thornton confirmed that the project has worked hard and has been able to adjust. For example, they expanded their team to better reflect the ethnicity of the area they work in. More paid support is now available as well as volunteers, if there is a different level of demand. Other learning is that sometimes the assessment visit is enough of a support for some women. There has been much useful learning that we should draw on. Perinatal support is now

embedded in the Bradford perinatal mental health system and the project has Start for Life funding.

Sophie added that Family Action are a valued partner to Little Minds Matter due to their engagement work and their team exceeded the target for engagement events attended and their engagement workers were well thought of.

Decision: The Partnership Board (subject to the consent of those members not present) ratified that the funding period for this project has ended.

12. Programme monthly report

Vikrant confirmed that Community Action Bradford and District have been appointed as BSB's legacy consultants. Mobilisation has started already. We will also be working with Participate, and Voluntary Action Calderdale with a couple of freelance members of the team including former Partnership Board Member, Peter Horner. The focus of the work will be:

- Establishing views of a wide range of stakeholders through engagement, consultation and research
- Scoping possible futures based on existing work
- Identify emerging options
- Test for viability, realism and avoiding duplication
- Develop options appraisal
- Develop an implementation plan.

Vikrant said he would welcome Partnership Board members to express an interest in joining the legacy working groups.

BSB sent representatives to Lambeth's closing event, Nottingham's conference and a Comms Communities of Practice meeting at Better Start Southend. Gill Thornton also attended an A Better Start Directors meeting in Lambeth, which included a discussion about policy work with the new government.

Vikrant attended a partnership meeting with City of Culture which focused on widening access to culture and included making a pledge on how we can support City of Culture. BSB are linked with City of Culture and will ideally partner with them for Baby Week 2025 ideas.

BSB are in regular contact with partners about planned activity over the final stage of the programme and sustainability of projects and embedding learning from our work. This will be a key part of our legacy planning.

Vikrant said for the Innovation Hub section of the report, this included recruitment to the BiBBS cohort. 4,579 unique mums have been recruited, many of whom have multiple children in the cohort, and over 5,500 pregnancies have been recruited. They have also been working to link the BiBBS data to all the different BSB projects. The Innovation Hub are updating the cohort profile so they can understand more about the families in the cohort and how they engaged with BSB projects.

Kerry spoke at a forum for West Yorkshire Family Resilience and Early Help Group to share the Baby Week journey, which was well received. Our Early Years Facilitator held a Messy Play training session at Mayfield Centre for childminders, Early Years Foundation Stage

teachers, EYFS practitioners, HEY! fund parents and parents of children aged 0-4. The session explored the importance of child-led play and allowed participants to design their own activities.

BSB will be restarting having first year midwifery student placements from next week, up to March 2025. They will each have a one-week specialist placement. The programme for student midwives will give 24 members of the midwifery cohort the opportunity to visit us to learn about prevention, early intervention and the first 1,001 days.

BSB's programme team have consistently influenced and added capacity in the development of pathway work with key partners. The FYI website now hosts a pathway specifically for parents and professionals to help navigate the Bradford Parenting Support offer.

BSB have been a key partner / influencer in the "Book Start" offer for many years and part of their steering group. The library's engagement and relationships have always been strong due to Talking Bradford activities and City Library will be a key Baby Week venue. Vikrant then mentioned the Baby Week dates for diaries, which are between 14 and 20 November.

Vikrant outlined the publicity material designed by the Comms team including for the Virtual Live Learning sessions, and posters for HEY! Fund groups, used in the HEY! Fund showcase event held on 24 September. The Comms team also worked on a Baby Week Bradford webpage for organisations wishing to hold activities during Baby Week to submit expressions of interest.

Vikrant referred to the 10 years of BSB celebration event held at Bradford Cathedral on 10 October and the 'project on a page' posters that our Comms team helped to design.

Vikrant mentioned some recent community engagement events the BSB FACE team participated in such as the Harvest Festival at Attock Park, a HENRY celebration event at Shine and an event at Canterbury Nursery with Better Start Imagine.

CABAD were invited to the mini HEY! Fund showcase event, following a workshop they gave to the HEY! Fund lead parents about sustainability and applying for small funding bids.

Finally, Vikrant turned to Emerging Risks and Issues and there is one about future funding of Start for Life beyond 31 March 2025. Future funding is not confirmed yet though hopefully we will be finding out about this very soon. For mitigation, we continue to have regular discussions at a strategic level including at the Start for Life steering group and Prevention and Early Help Board. There are discussions at senior leadership level about formulating an exit strategy if future funding is not secured.

Vipin commented that it has been a busy month.

13. Any other business

Gill Thornton remarked that we were to discuss the legacy consultant contract here but this had already been covered earlier in the meeting.

Matt asked how much the Comms team at the ICB are connected to BSB's key messages and campaigns.

Action: Vikrant thought that BSB are connected with most partners in relation to our key messages and campaigns but he will double check with our Comms manager.

Josie mentioned the three Innovation Hub webinars in November directly aimed at commissioners, practitioners but also all those who have been involved like Community Board members and BSB staff. They will be covering the need and the evidence over the last ten years and sharing all their findings. Gill Thornton said BSB would circulate the webinars' information and there will be a 'BSB spot' where we talk about working with the evaluation, which will be useful learning.

Sophie wished to thank all who attended the celebration event at the cathedral.

Finally, Vipin asked everyone if they had felt able to participate in this meeting and all agreed that they did. He thanked all for attending the meeting.

14. Date of next meeting

The next meeting is on Thursday 21 November 2024, via Zoom, starting at 9.30 am.

The meeting closed at 7.20 pm.