

## Smart Start Strategy Programme Report to the Warwickshire Health and Wellbeing Board 20 January 2016

### Recommendations

The Health and Wellbeing Board are asked to consider the work and progress of the 0-5 Strategy Group and contribute views on the Programme's plans.

#### 1. Background

Whilst the majority of our children are healthy and develop well, not all of them achieve a good level of development at the age of 5: about 33% are not 'school ready'. We need to change this because we know that help in the early years is an investment that pays back for a lifetime.

Warwickshire County Council set up a cross party and multi-agency Strategy Group for 0-5s' services, which will report to the Warwickshire Health and Wellbeing Board.

The 0-5 Strategy Group brings together representatives from health, early years' education, social care and the third sector and oversees a 3 year programme of innovative work to develop and deliver the strategy to improve the wellbeing and development of our 0-5s through:

- a) redesign and improving our existing services to ensure that they are going to be effective and sustainable. These services are not just health and social care, but include other services like arts, culture, sport and leisure, housing, etc. and involve close work with the community and voluntary sector as well as the private sector;
- b) engaging our communities to come up with innovative solutions to address the gaps in provision for 0-5s in Warwickshire. It's not just about us providing services, but empowering our communities to do this for themselves; and
- c) working towards integrating pathways and services for children to ensure better access and value for money.

#### 2. Our outcomes

The Smart Start Strategy Programme presents an opportunity to develop and/ or apply innovative solutions to address the challenges and gaps in the provision of services for 0-5s and their families and improve "school readiness" of Warwickshire's 5 year olds. The Programme seeks to take a "whole system" partnership approach in doing so.

We are aiming to have:

- More children achieve at least the expected level in all areas of learning
- More children kept safe from harm
- More children and families accessing good quality services
- More children and families achieve good outcomes regardless of demographic/ location
- More parents/carers equipped to give their children the best start in life
- More parents/carers achieve economic wellbeing
- More parents/carers experience good health and wellbeing
- More children experience good health and wellbeing

### **3. The Programme**

Our 3 year programme of work consists of four key elements:

- 1 – Development of our strategy and priorities
- 2 – Development and selection of projects to deliver our priorities and the strategy
- 3 – Delivery of the projects
- 4 – Evaluation of the programme and its legacy.

The delivery of the programme will be split into 3 phases:

#### PHASE 1 (2015-16)

- Programme/ strategy development
- foundation projects, incl. needs assessment, engagement and asset mapping
- redesign/ integration projects bids (family/ parent support, parenting programmes, workforce training/ strategy, quality improvement of early years provision, joint commissioning)
- options appraisal for the community projects scheme(s)

#### PHASE 2 (2016- 17)

- Community projects scheme(s) – Project selection/ testing/ early implementation
- Project bids tbc
- Evaluation and learning

#### PHASE 3 (2017- 18)

- Community projects scheme(s) – project delivery
- Project bids tbc
- Evaluation and learning.

Throughout the delivery of the programme and the development of the 0-5 Strategy, the 0-5 Strategy Group pays due regard to equalities. This is being achieved through ensuring that views are sought from parents and carers from all backgrounds and with any protected characteristics as part of the Foundation Project, the results of which will underpin the future direction of our work. Equality Impact Assessments are being carried out for each phase of the Programme.

#### 4. Progress to date (December 2015)

Action	Completion date
Programme launched/ Early engagement with parents and partners	June 2015
Programme organisation agreed	June 2015
Programme Values and Operating Principles agreed	July 2015
0-5 years Strategy Formative workshop	August 2015
Programme outcomes and KPIs agreed	August 2015
Approach to programme delivery and stakeholder engagement agreed (phase 1 focus/ business case model)	August 2015
Draft business case guidance and criteria developed	September 2015
Year 1 Engagement and Co-production plan developed	September 2015
Programme branding (Smart Start) developed	November 2015
Tender for the foundation project part 1 (parent/ carer engagement and asset mapping) completed. Contract awarded to a consortium led by WCAVA. Project to commence in Dec 2015.	December 2015
Foundation project engagement with front line staff underway	December 2015 – February 2016
Tender for the foundation project part 2 (ethnographic research) underway. Delivery to commence in Jan 2016.	December 2015
Options appraisal for the community projects scheme under way.	December 2015 – February 2016

0-5 Strategy Integration Workshop to agree key integration priorities and actions	9 December 2015
Interim 0-5s Needs Assessment undertaken and published	October – December 2015
Smart Start webpages launched	January 2016

## 5. Phase 1 Priorities

Based on the findings from early engagement with commissioners, service providers and parents of 0-5 year olds as well as the 0-5s Interim Needs Assessment (see Appendix I), the 0-5 years Strategy Group have agreed the following priorities for the programme of work in 2015-17:

1. Improve access to maternal mental health and emotional support
2. Increase access and appropriate take up of parenting support programmes
3. Improve access to services and supports for expectant parents, parents, carers and children aged 0-5 years through integration and Making Every Contact Count (MECC)
4. Increase access to communication and learning activities, including speech and language development
5. Develop practitioners who are competent, increasing the capacity to deliver services and supports to families
6. Increase availability of quality childcare.

The principles underpinning the delivery of these priorities are:

- A) Focus on outcomes
- B) Innovation
- C) Collaboration
- D) Quality
- E) Sustainability
- F) Building community capacity
- G) Good use of resources

The priorities form the criteria for bids to be submitted in January 2016 and will be reviewed by 31 March 2016, taking into account evidence and data gathered as a result of the delivery of the Foundation Project.

## 6. Next Steps

- Commencement of the phase 1 bidding process

### **Schedule**

Date	Activity
4 Jan 2016	Bidding process launches
14 Jan 2016	Bidders workshop (information on criteria and the process)
29 Jan 2016	Deadline for submission of bids
1 – 15 Feb 2016	Evaluation
16 – 26 Feb 2016	Consultation with legal, finance, Children's Joint Commissioning Board and 3 elected members
29 Feb 2016	Decision communicated/ published
Mar 2016	Allocation and transfer of funds/ project mobilisation
Apr 2016	Delivery of projects commences

- Delivery of the foundation projects  
(Dec 2015 – Jun 2016)
- Community projects scheme options appraisal  
(Dec 2015 – Feb 2016)
- 0-5 needs assessment revision and update  
(Mar – Apr 2016)
- Development of 0-5 Strategy  
(Apr 2016)
- Reports to Children's Overview & Scrutiny Committee, Health & Wellbeing  
Board and the Cabinet  
(Jan – May 2016)
- Community projects scheme  
(May – Jul 2016 – to be confirmed)
- Phase 2 bidding process  
(Jul – Sep 2016 – to be confirmed)

## 7. Conclusion

The 0-5 years Strategy Programme presents an opportunity to develop and/ or apply innovative solutions to address the challenges and gaps in the provision of services for 0-5s and their families and improve “school readiness” of Warwickshire’s 5 year olds. The Programme seeks to take a “whole system” partnership approach in doing so.

The Health and Wellbeing Board are asked to consider the work and progress of the 0-5 Strategy Group and contribute views on the Programme’s plans.

### **Background Papers**

#### 1. Appendix I – 0-5 Interim Needs Assessment – December 2015

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