

<h1>BRIEFING</h1>	<b>TO:</b>	Health and Wellbeing Board
	<b>DATE:</b>	November 22nd, 2023
	<b>LEAD OFFICER:</b>	Susan Claydon Head of Service Early Help Family Hubs Strategic Lead  Alex Hawley Consultant in Public Health
	<b>TITLE:</b>	Family Hubs Progress Update
<b>1. Background</b>		
<b>1.1</b>	The Government has funded the delivery to support a network of Family Hubs across the country to make effective, integrated early help more easily accessible and impactful for families. Whole family working is at the heart of the programme for children aged 0-19 or to age 25 with Special Educational Needs and/or Disabilities (SEND). Within this, there is a particular focus on the first 1001 days of a child's life, reflecting the evidence for the pre-eminence of this formative period for longer term health outcomes.	
<b>1.2</b>	Rotherham is one of 75 Local Authorities that received funding to support this national priority. Rotherham was pre-selected using the Income Deprivation Affecting Children Indices (IDACI) average rank and received funding based on submission and approval of a completed Family Hubs Delivery Plan. The grant funding is due to finish at the end of March 2025.	
<b>1.3</b>	In March 2023 a report was presented to the Board that set out the principles and proposed model for Family Hubs, including early progress on the project at that time. The Board noted the progress and sought an update after another six months. This report represents that update, and also fulfils the quarterly update from the Best Start and Beyond Steering Group, since there has been considerable planned convergence between the Framework approach and the Family Hubs delivery model in this time, which is also set out below.	
<b>1.4</b>	A key objective of Family Hubs is to improve access to 'whole family' service delivery, including Start for Life services (services relating to the first 1001 days) in areas with the highest levels of deprivation with an expectation of much broader collocation of services and agencies to facilitate better multi-disciplinary working.	
<b>1.5</b>	The grant funding is divided into key strands, each with a prescribed set of minimum deliverables. The key funded strands are listed below: <ul style="list-style-type: none"> <li>• Family hubs transformation/ digital offer</li> <li>• Perinatal mental health and parent-infant relationships</li> <li>• Parenting support</li> <li>• Infant feeding support</li> <li>• Home learning environment support</li> <li>• Publishing a start for life offer</li> <li>• Establishing a parent carer panel</li> </ul>	
<b>1.6</b>	<b>What families can expect:</b> <ul style="list-style-type: none"> <li>• A family can typically expect a range of support, from learning parenting strategies to support family life, to information on infant feeding through the digital offer through self-referral or self-serve. Families can also attend group provision through</li> </ul>	

the Hubs, such as a 12-week parenting programme or a Baby Massage group. These programmes will be available on a regular basis in the hubs and other community venues across Rotherham.

- Accessibility is a key expectation that Family Hubs should address, through collocating, coordinating and expanding existing support under the Family Hubs umbrella, enabling parents and families to tell their story just once. This also means that key information and the first 1001 days and about and other key Family Hub information is also provided in one easily accessible virtual space, sharing the same branding.
- A key example of how existing support is being expanded to build support to our families is the pilot introduction of a new universal health visit at age 3-4 months. This adds to the existing five health visits from our 0-19s service that span the first 1001 days. A visit at 3-4 months was only previously available to those with complex needs. Our expectation is that an additional universal visit at this stage will play a vital role in providing a parent-centred approach to support child development with a focus on language, play and weaning, and will also provide an additional opportunity to support breastfeeding at a key stage. Evaluation of this pilot will be carried out, with the expectation that it will influence future use of current resources beyond the life of the Family Hubs funded project.
- Families with more complex needs can expect to have family support offered from a range of practitioners through an Early Help Assessment (EHA) and Plan to help improve issues that are affecting the family.
- Families with more complex needs can also expect visits from trained practitioners to understand their needs and offer appropriate support.
- Parents registered with the Job Centre can expect to attend their appointments in a Family Hub, rather than the Job Centre, making this more convenient and user friendly for families with children. (implementation expected January 24)
- Parents who have a desire to contribute through a volunteering role will also have a greater opportunity as a result of the development of Family Hubs. There will be a range of role available to parent volunteers, including membership of the Parent-Carer Panel, for example, which will influence how services, support and information are provided. This will include influencing the development of the digital offer and the 'Giving our children the Best Start in Life' resource (the Start for Life Offer).

## 2. Rotherham's Model

**2.1** Family Hubs is designed to transition from the existing Children's Centre and Early Help branding, by moving to a 0-19/ 25 with SEND, whole family approach, bringing together multiple organisations in a 'one stop shop' to make it easier for families to get the help that they need. This is being delivered through a digital offer as well as face to face.

**2.2** Rotherham has worked with partners and service users to coproduce the Family Hubs model and is transitioning all existing early help sites across the Borough to utilise the new language of Family Hubs. Rotherham is in a good position to implement the government directive, as whole family working has been in place since 2016 and the funding is being used to add value to the approach.

2.3	All existing Early Help sites have adopted the Rotherham Family Hubs title and deliver consistently to the family hubs model. Three of the existing sites in north, south and central areas of the Borough have capacity and space for additional agency collocation, face to face group and 1-2-1 delivery and to offer drop-in facilities. An overview of existing sites is outlined in Appendix 1.
2.4	Satellite Hubs across the VCS will be linked digitally to the main Hubs, so that families can access support from a wide number of community buildings and not have to tell their story numerous times. This will also enable 'live time' booking from the Satellite Hubs directly onto available Family Hub appointments and programmes. The VAR Coordinator role is working with partners on identifying satellite sites and bringing these into operation, working alongside digital comms leads.
2.5	This development will also support work taking place via the Integrated Care System (ICS) to align their priorities with Family Hubs.
2.6	Recruitment to the Rotherham Family Hub Parent Carer Panel has taken place with membership being drawn from across the Borough. Parents and carers are beginning to shape service delivery and have taken part in a 'check and challenge' session on the following: <i>'Babies Health Stories; do families have to tell their babies health story more than once?'</i> Rotherham Maternity and Neonatal Voices Partnership has agreed to focus on this subject, to ensure collaborative approaches. Rotherham Parent Carer Forum have also been involved from the outset in shaping the approach.

### 3. Transformation/ Collocation Progress

3.1	An agreement with sexual health services has been achieved to collocate and offer sexual health drop-in and 1-2-1 support for families across the cohort. The drop-in sessions began in June 2023.
3.2	Agreement for Child Adolescent Mental Health Services (CAMHS) to hot desk their practitioners in Family Hubs has been secured and detail is being discussed to progress this to mobilisation.
3.3	Agreement was achieved with the Department for Work & Pensions (DWP) to collocate the Job Centre Plus (JCP) Work Coaches in Family Hub sites. This will enhance engagement with parents attending JCP appointments. Cohort and volume assessment is taking place to enable discussions with Asset Management to progress mobilisation.
3.4	Three new substance misuse workers have been recruited (funded via a separate grant-funded workstream) and now have a presence within the Family Hubs.
3.5	Digital Inclusion officers will have a presence within the Hubs.
3.6	Purchase of the case management Liquid Logic Portal for partners is now complete and work is underway to organise implementation. This will enable partners to complete Early Help Assessments directly into the system and has the potential to support further transformation in relation to case management.

### Workforce Progress

4.1	<p>Increasing the competency of the workforce to improve skills, planning, delivery and outcomes for children and families has been a key priority and the investment in new evidence-based programmes has led to:</p> <ul style="list-style-type: none"> <li>• 214 practitioners and managers attending Family Hubs half-day induction events. This included practitioners from across Early Help, Midwifery, 0-19 Public Health Nursing, Childrens Social Care, Local Authority Education and Data &amp; Performance.</li> </ul>
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	<ul style="list-style-type: none"> <li>• 50 multi-disciplinary practitioners have been trained in cultural competency in infant feeding.</li> <li>• 180 practitioners have undertaken training in recognising red flags in maternity, delivered by the Perinatal Mental Health Service.</li> <li>• The Solihull Approach (a well-established, validated, evidence-based parenting programme). To date three of the 16 training programmes have been delivered.</li> </ul>
<b>4.2</b>	Voluntary Action Rotherham (VAR) were commissioned to provide pivotal support mechanisms to Rotherham's Family Hub development work. VAR has recruited to key posts to enable this; a VAR Volunteer coordinator to develop and support new family hub volunteers (including expanding breastfeeding peer support) and a VAR Voluntary sector coordinator to enable a rigorous interface and development of Satellite Hubs.
<b>4.3</b>	<p>Short-term capacity has been developed to test new approaches and build positive aspects into mainstream delivery when the programme funding comes to an end. The capacity includes a core delivery team from the existing workforce as well as:</p> <ul style="list-style-type: none"> <li>• Recruited to three Nursery Nurses to work alongside early help in direct support for families, to create capacity within 0-19s service to undertake new universal 3-4 month visit.</li> <li>• Recruited to a specialist breastfeeding lead, to enable a coordinated approach to breastfeeding support and advice, including through expanded peer support</li> <li>• Recruited one Data Officer to fulfil performance data requirements from government in addition to providing expanded inhouse intelligence capacity for Family Hubs operation and delivery plans.</li> <li>• Recruited two Home-learning Officers to establish the PEEPS programme and build on current good practice.</li> <li>• Recruitment for one Advanced Practitioner to support pathway development and training coordination across the partnership</li> </ul>
<b>Digital Progress</b>	
<b>5.1</b>	The digital and communication element of Family Hubs has progressed with a key representative from the Communications Team supporting alongside a commissioned partner to support the development of branding for the Family Hubs approach.
<b>5.2</b>	Implementation of related comms and a branded digital offer is taking place in-house, led by two officers and supported by RMBC IT teams.
<b>5.3</b>	The website (i.e. the Phase 2 implementation) was launched on 6 <sup>th</sup> November, incorporating Family Hub and Start for Life information. Work continues on developing the style, content and interactivity of the online resources, informed by the Parent Carer Panel and continual engagement with partners.
<b>5.4</b>	An online suite of evidence based programmes to support parents, carer, family members and teenagers has now been launched. The commissioned Solihull parenting support will be part of a toolkit available to families to receive supportive information about parenting and provide practical help and advice.
<b>5.5</b>	All pregnant women and their families now have access to digital preparation for parenthood programmes providing a true preventative approach to helping families parent their children in a nurturing and positive environment.

5.6	Work has commenced on developing a simple and effective registration process, making it easier for families to register and thereafter receive key information about Family Hubs, including events and available support.
5.7	DadPad is included in the digital offer to engage fathers in more sessional activity.
5.8	Phase One of publishing the Start for Life Offer and the wider digital offer for Family Hubs was completed in July. Whilst this was a rudimentary resource it created for the first time, a single digital access point that brings together key links from partners websites into one place, and other useful additional information, specifically to support and inform parents on the journey through the first 1001 days.
5.9	A workshop took place with stakeholder professionals in July 2023 to inform Phase Two development. This is now live (as of 6 <sup>th</sup> November) and has replaced the Phase One version. It will remain an ongoing process of development and improvement, but always with the underlying principle to bring existing resources together, and to minimise the need for a dedicated maintenance resource beyond the lifetime of the grant funding.

<b>Evidence Based Programmes/ Approaches - Progress</b>	
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6.1	The Solihull Approach: <ul style="list-style-type: none"> <li>• Journey to Parenthood</li> <li>• Understanding Pregnancy</li> <li>• Labour, birth, and your baby</li> <li>• First Five Years</li> <li>• School Years</li> </ul>
6.2	PEEP Programme- Parents as Early Educators (An evidence-based intervention to support home learning and improve outcomes for 3 and 4 year olds.)
6.3	Solution Focused Brief Intervention Approaches
6.4	VIG- Video Interactive Guidance. A strengths-based intervention that uses short videos to help the parent/child relationship and covers important elements such as attachment and bonding. A worker who is trained uses video clips of real situations taken with the parent and infant to enhance communication within the relationship and help parents to recognise positive cues from their child.
6.5	UNICEF Baby Friendly accreditation is being explored across Family Hubs. This is an external accreditation scheme that sets best practice standards in infant feeding and the parent-baby relationship. A Business Case will progress to CYPS DLT in September 2023.
6.6	Rotherham has secured new interventions to support PNMH, such as the Family Foundations 'Journey to Parenthood' training offer which helps to equip prospective parents to offer safe and nurturing parenting to their baby.
6.7	One Plus One Digital Resource support for parental conflict
6.8	Early Help Assessment improvements within the 0-19 Health system. A simplified approach is being developed within 0-19s to enable a smarter way of working via the Early Help Assessment process, and bringing about an improved joint working approach.

<b>Monitoring</b>	
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7.1	The national programme monitors progress through the Family Hubs Delivery Plan and regular progress meetings with the designated lead.
7.2	In April 2023, Management Information and a Maturity Self-Assessment was submitted to DfE, and in July 2023, a progress interview took place. This was requested by DfE to capture baseline information and understand progress made from submission of initial delivery plan in December 2022. Both were received positively.
7.3	An internal Performance Management Scorecard has been developed as this enables a central capture of all relevant data required by DfE along with clear and robust performance monitoring and reporting. Outcomes are being measured using data from

	the scorecard, through impact evaluation tools which reflect family level distance travelled and through capturing the child and family voice.
<b>Governance and Assurance</b>	
<b>7.4</b>	<b>Best Start and Beyond Framework and Steering Group</b> The work to implement the delivery plans for the funded workstreams of the Family Hubs project now has oversight provided through the Best Start and Beyond Steering Group. This acknowledges the planned convergence between these two approaches, and the excellent fit between the priority lenses of the Best Start and Beyond Framework and the expected outcomes of these delivery workstreams. This group reports to the Early Help Steering Group to ensure alignment.
<b>7.5</b>	There is also considerable correspondence with the Place Plan key milestones for the best start transformation priority, for which the Best Start and Beyond Steering Group also now has oversight. These are: developing the 'Start for Life Pack' for families, which is strongly aligned with the Start for Life Offer workstream; embedding the breastfeeding friendly borough declaration, which aligns with the infant feeding support funded workstream, and our seeking to pursue the UNICEF baby-friendly standards within our sites; and reviewing the Child Development Centre to ensure timely access to assessment and support when needed – we expect this outcome to be strongly contributed to through a number of the workstreams and improvements in family-centred support.
<b>7.6</b>	With this in mind, the terms of reference, frequency of meetings and membership of the Best Start and Beyond Steering Group have been reviewed, and a co-chairing relationship has been established between Public Health and Early Help to this end.
<b>7.7</b>	The priority lenses within the Best Start and Beyond Framework will be used to assist the group in identifying gaps, opportunities for improved practice, and needs for system assurance with reference to the delivery plans for the funded workstreams and the Place Plan milestones. Whilst both the Framework and the Family Hubs are concerned with the whole of the child's progress to adulthood, both also acknowledge the primary importance of the first 1001 days, and this is also well reflected by the funded workstreams.
<b>8. Next Steps</b>	
<b>8.1</b>	Progress work that has commenced on the lower tier perinatal mental health pathway and align the Childrens Development Centre to the pathway and wider Early Help offer.
<b>8.2</b>	Monitor and drive forward innovation in the Health Early Help Assessment
<b>8.3</b>	Following the launch of phase two of the Family Hubs & Best Start in Life enhanced digital offer, work with parents and stakeholders to further develop the offer to produce a mature and self-sustaining resource by the end of the funding programme.
<b>8.4</b>	Through the Best Start and Beyond Steering group, with a particular focus on the start for life, continue to seek to seek assurance within the system of wider determinants and services offered, through the use of our priority lenses to identify potential gaps and opportunities.
<b>8.5</b>	Continue a joint reporting process to Health and Wellbeing Board for Family Hubs and Best Start and Beyond Framework.
<b>8.6</b>	Focus on wider collocation and innovative approaches, broadening the presence and accessibility of Family Hubs.
<b>8.7</b>	Ensure that feedback and input from parents and carers is regularly obtained and systematically incorporated into performance measures and service improvements (both physical and digital provision).

<b>8.8</b>	Continue to work with partners to ensure a sustainable model results from transformation activity.
<b>9. Recommendations</b>	
<b>9.1</b>	That Health and Wellbeing Board note the progress made in Rotherham's Family Hubs development
<b>9.2</b>	That the Health and Wellbeing Board agree to accept a bi-annual update from the Family hubs Programme and Better Start and Beyond Group (combined)