

# BEST START LOCAL PLAN

## Best Start Local Plan & Best Start and Beyond Framework

Health and Wellbeing Board update

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# Purpose of Report

- Update on national policy changes
- Present Best Start Local Plan (0–5)
- Seek approval of refreshed Best Start and Beyond Framework
- Agree future reporting approach

# National Policy Context

Overlapping changes across health, education, early help...

- 75% Good Level of Development by 2028
- Best Start Family Hubs & Healthy Babies
- Healthy Child Programme guidance
- SEND reforms
- Families First Partnership
- NHS shift: prevention & community

# What This Means Locally

- Best Start Local Plan required – published by end of March this year
- Alignment across multiple programmes
- Focus on school readiness outcomes
- Strong partnership delivery needed

# Rotherham Targets for GLD

- 73.3% children achieve GLD by 2028
- 56.6% GLD for FSM pupils
- Explicit focus on reducing inequalities

# Our Approach in the plan

## A Shared Vision

Every child in Rotherham thrives in their earliest years – safe, nurtured, curious, and ready for a lifetime of learning and wellbeing.

## Work in genuine partnership with parents and carers

The Four Cornerstones



## Quality of Early Years

Smooth transitions

Early intervention

Tackling inequalities early

Connected services

# 6 Priority Areas

- 1 Strengthening early communication, language and literacy for all children
- 2 Increasing access to early education for disadvantaged children
- 3 Improving the quality of Early Years Provision, including Reception for all children
- 4 Identifying needs early and supporting children with SEND and vulnerable families
- 5 Providing joined-up family support through Rotherham's Family Hubs
- 6 Tackling inequalities across the 0–5 System

# Best Start and Beyond Framework

A framework for ensuring the best start to life for all Rotherham children and young people, from pre-conception through to becoming an adult.

## Key phases of the life course

The first 1001 Days (from conception to 2 years, but also including consideration of pre-conception phase)

The early pre-school years of life

The school years – primary and secondary

The transition to adulthood, including up to age 25 for those with special educational needs and disabilities (SEND).

### Vulnerability

Consider potential areas of vulnerability, such as poverty, domestic violence, parental substance use, housing instability and so on.

### Family System

An opportunity to look at family dynamics, family resources and parent-child relationships.

### Transitions

Take into account moments of transition and change for every child and young person.

### Health

A holistic approach to the health of a child, their parents or carers, including physical and mental health.

### Accessibility

Consider how people access services, including first language and digital technology.

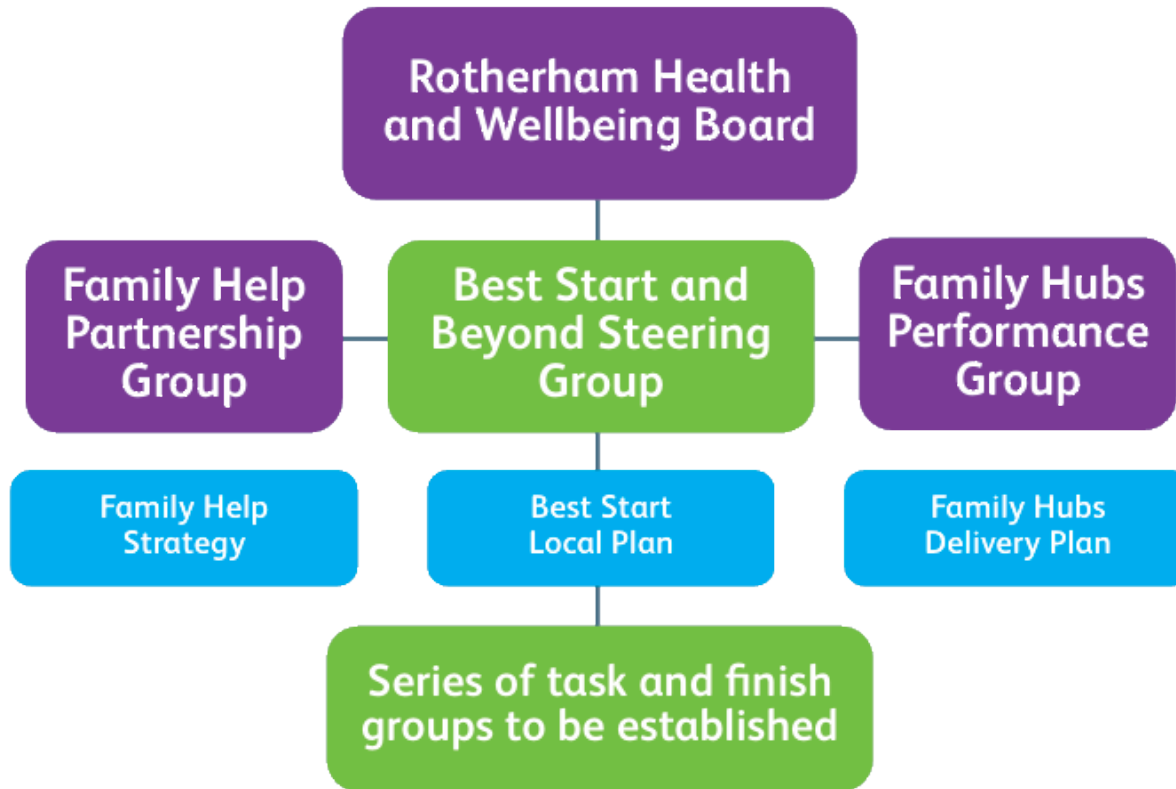
# Key Challenges

- Complex system of overlapping programmes
- Risk of duplication vs added value
- Maintaining clear outcomes focus
- Capacity across whole 0–25 pathway

# Implementation Priorities

- Detailed needs assessment
- Theory of change + metrics
- Map activity & identify gaps
- Develop implementation plan
- Involvement of all key partners across health, education, early help, social care voluntary sector and others - e.g. potentially important role for Housing

# Governance



Best Start & Beyond Steering Group oversight  
Reports to Health and Wellbeing Board  
Aligns to Aim 1 of HWB Strategy

# Next steps

- A more in-depth needs assessment for GLD
- Develop and agree a theory of change logic model for GLD
- To agree a set of metrics to measure change and progress towards the desired outcomes.
- To map existing operational or planned activities within related programmes
- To identify gaps and opportunities for adding value.
- To determine lead officers for agreed new activity
- Develop a high-level implementation plan for the Best Start Local Plan
- To agree a key topic focus for applying the Best Start and Beyond Framework within school-age cohort.
- To agree a forward plan of reporting into the Health and Wellbeing Board for Best Start Local Plan and other outcomes within Aim 1

# Recommendations

- Endorse Best Start Local Plan
- Approve refreshed framework
- Note policy context
- Agree reporting approach