



Leicestershire Children and Families Partnership

Health & Wellbeing Board – 31st October 2023



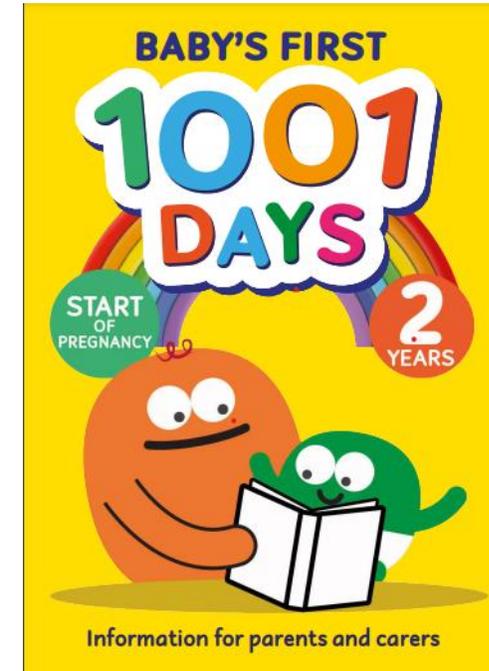
1001 Critical Days – Key Achievements

Workforce development:

- ❖ E learning module
- ❖ Multi-agency workshops
- ❖ Working with FE colleges

Communications plan:

- ❖ Social media
- ❖ Webpages
- ❖ Resources
- ❖ Locality events



Social Media



Facebook posts encouraging new parents to sign up for 1001 critical days events at the local Family Hubs (Children and Family Wellbeing Centres) - 19 posts in total

	Impressions	Likes/reactions	Comments	Shares	Link clicks	Other clicks/ detailed expands
Total	19446	56	7	52	77	50
Facebook	6900	43	6	42	57	50
Twitter/ X	4860	9	1	10	10	n/a
NextDoor	7686	4	0	n/a	10	n/a



Impressions= number of people viewing the posts

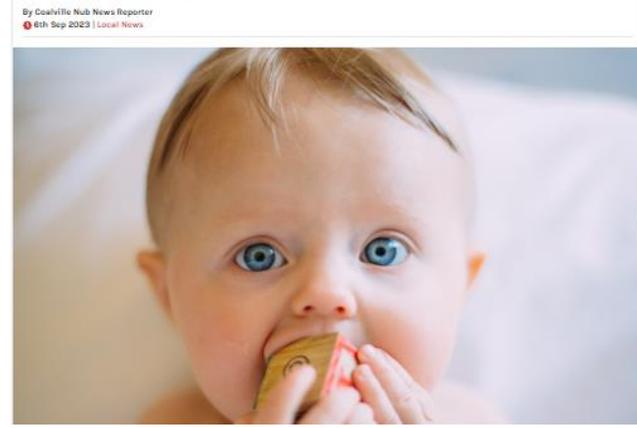
Media Coverage – 1001 days events



6 Sept	https://coalville.nub.news/news/local-news/coalville-hub-is-to-host-free-session-to-help-parents-with-1001-critical-days-following-babys-birth-198750
6 sept	https://www.harboroughmail.co.uk/health/harborough-district-parents-and-carers-invited-to-free-baby-brain-development-sessions-4283304
8 sept	1001 Days baby development sessions – Interview fosse 107 radio
	Hinckley Times
21 sept	Harborough mail -Boost for your baby's brain



Coalville hub is to host free session to help parents with '1001 critical days' following baby's birth



Harborough district parents and carers invited to free 'baby brain development' sessions

The period from conception to a child's second birthday, is considered crucial by experts

By The Newsroom
 Published 6th Sep 2023, 16:54 BST - 1 min read
 Updated 6th Sep 2023, 16:55 BST



School Readiness – Key Achievements



- ❖ Pathway of support
- ❖ Language & Living SEND Integration
- ❖ Ready for School letters and leaflets
- ❖ Two to School top tips
- ❖ Take up of Free Early Education Entitlement after COVID
- ❖ Communication & Language training

Early Years Foundation Stage Profile -2023 data (provisional)



GLD	All children	Boys	Girls	FSM
<u>National</u>	<u>67.3%</u>	<u>60.6%</u>	<u>74.2%</u>	<u>51.6%</u>
<u>East Midlands</u>	<u>66.8%</u>	<u>60.5%</u>	<u>73.5%</u>	<u>52.1%</u>
<u>Leicestershire</u>	<u>69.1%</u>	<u>62.7%</u>	<u>76.1%</u>	<u>45.8%</u>

Take up of Free Early Education Entitlement after COVID



	2 year old	3 year old
Autumn 22	92%	94%
Spring 23	90%	92%
Summer 23	75%	100%

Communication & Language - universal & targeted training



To enable effective support we have supported the Early Years workforce to access a raft of high quality training

Supporting Children's communication – the role of adult and communication strategies

- ❖ We are making them short one hour sessions
- ❖ Material back in the setting to cascade to staff
- ❖ Resources that have most demonstrable impact

Challenges – Expansion of childcare



- ❖ In the Spring Budget 2023, the Chancellor announced an expansion in childcare: 30 hours childcare support for every child over the age of 9 months for working parents by September 2025.
- ❖ This will be introduced in phases, with 15 hours childcare support for working parents of 2-year-olds coming into effect in April 2024 and 15 hours childcare support for working parents of 9 months in September 2024.
- ❖ This staggered approach will give childcare providers time to prepare for the changes, ensuring there are enough places and staff ready to meet increased demand. We want to make sure that taxpayers' money is used efficiently, and the new offer is delivered in the best way.
- ❖ The government is also working to deliver its ambition for all parents of primary school aged children to access childcare in their local area between 8am and 6pm.

Next Steps: Developing a Maternity and Early Years Strategy for Leicestershire



As we reviewed the strategy we wanted a partnership approach to the strategy
We needed to map and understand the current networks/meetings/strategies that exist across LLR in this '0-5' space:

- ❖ Healthy Babies Strategy Group: Strategy to Support Healthy Pregnancy, Birth and Babies in LLR 2019-2024
- ❖ Better Births Plan LLR
- ❖ Maternity Services Liaison Committee
- ❖ 1001 Critical Days Steering Group
- ❖ Infant Feeding Strategy Group
- ❖ Maternity Design and Early Years Pathway Delivery Group (LLR)

Leicestershire Maternity and Early Childhood Strategy 2023- 25



Aims

What we hope to achieve from this strategy and action plan:

- 1. Consistent and shared messages across all the providers working in the 0-5 arena:** It is important that our workforce is informed, has a shared evidence base, a good understanding of services available, and how to access them
- 2. An ability to prioritise services according to need:** This requires us to develop shared data systems so that, as a partnership, we can take collective responsibility for the delivery of high-quality services and work together to target areas or populations with the highest needs and agree our shared outcomes
- 3. Meaningful engagement with Leicestershire communities:** For example, maternal voice is heard and responded to in the delivery of this strategy. This will support our collective response to commissioning and quality assurance.



Family Hubs



The story so far

- Leicestershire County Council was **awarded nearly £1 million from the £12 million family hubs transformation fund to set up Family Hubs across Leicestershire.**
- **Family Hubs are ‘one-stop shops’ where families with children and young people (0-19 and up to 25 for young people with SEND) can access a broad and integrated range of early help to overcome difficulties and build stronger relationships.**
- **The hubs will be a mixture of physical and virtual spaces, where people will have easy access to a range of family advice, support services and guidance on issues such as social care, education, and mental and physical health.**
- **A network of ‘family hubs’ will be created across Leicestershire** The county’s family hubs are set to be up and **running by spring 2024**



Key Achievements: Partnership Conference 2023

In mid-June we held our first partnership conference at Kegworth which attracted over 60 colleagues from partner organisations across Leicestershire. It was a fantastic opportunity to meet up in person, listen to some inspirational speakers in workshops focussing on leadership, Reducing Parental Conflict and building our digital website. The opportunity to share our thinking, network and focus on shared priorities was received well. We had some great feedback from those who attended and are already planning our next.





Start for Life

- We will deliver a Start for Life offer through the Children and Families Partnership Plan, Priority One – Maternity and Early Years Strategy
- The Start for Life offer will be published and made available to families and professionals through the Family Hubs website by March 2024

Working to reduce barriers to services

During the feasibility stage for Family Hubs, and through our partnership working, 2 areas identified for closer focus:

1. Access to maternity and early years services. Drawing on the 'Equity and Equality' guidance plus local findings on late bookings, Maternity Champions project in Loughborough
 - Centre for Fun and Families
 - Reaching women in communities who may tend to book late or be unaware of services
 - Volunteer programme to sustain learning and connection to services

Family Hubs - Community Engagement Work

- Reaching out to families and communities to ensure our work is built on family needs
- Initial focus on rural areas (lack of access to buildings, digital poverty)
- Connecting with a wide range of partner organisations which includes:
 - Rural Community Council
 - Menphys
 - Active Together
 - Read Easy
 - HAF events
 - All of our usual partners such as Healthy Together, VRN, Police, District Councils, Schools, Voluntary and Community Centre, CAMHS
- Exploring creative solutions – linking with mobile rural services – library bus, Leicestershire Mind, Rural Community Council, etc.

MONTH	SITE	OPENING DATE
May	Coalville	26/05/2023
June	Loughborough West	01/06/2023
June	Venture House	20/06/2023
June	Hinckley Granville Road	30/06/2023
August	Mkt Harborough	08/08/2023
August	Wigston Magna	09/08/2023
September	Braunstone Town	05/09/2023
September	Huncote	14/09/2023
September	Wigston Library	19/09/2023
October	Syston Library	05/10/2023
October	Greenhill	18/10/2023
October	Shelthorpe	25/10/2023
November	Earl Shilton	03/11/2023
November	Earl shilton Library	06/11/2023
November	Hinckley Library	07/11/2023
November	Barwell	15/11/2023
November	Bagworth	24/11/2023
December	Lutterworth	05/12/2023
December	Lutterworth Library	07/12/2023
January	Castle Donington	09/01/2024
January	Loughborough Library	18/01/2024
January	Measham	23/01/2024
February	Moira	12/02/2024
February	Broughton Astley	16/02/2024
March	Thurmaston	20/03/2024
March	Mountfields	27/03/2024
March	Harborough Library	no formal opening
March	Melton Library	no formal opening
March	Ashby Library	no formal opening
March	Coalville Library	no formal opening
March	Birstall Library	no formal opening
March	Blaby Library	no formal opening
March	Broughton Astley Library	no formal opening
March	Glenfield Library	no formal opening
March	Oadby Library	no formal opening
March	Shepshed Library	no formal opening



Reducing Parental Conflict

“Relationships Matter in Leicestershire”

- Partnership document sharing vision, aims, commitment
- Why relationships matter
- Underpins relational working across the partnership
- Link to workforce development

Impact: Reducing Parental Conflict

- Parental Conflict Toolkit – We have commissioned a Toolkit as workers told us that they lacked the confidence and resource to ask those difficult questions around relationships. We continue to roll out this training to people working directly with families. To date we have trained 438 professionals and volunteers, including 40 schools.
- Core Development Group (CDG) – Steers RPC in Leicestershire and has representation from many partners including CFWS, Public Health, Education, Violence Reduction Network, District Councils, Centre for Fun & Families, Leicestershire GATE (Gypsy Traveller Equality). Midwifery and Police have recently joined the Group.

Family Hubs: Challenges

- Majority of funding to be spent by end of March 2024
- Funded work ends September 2024
- Short timescale for achieving transformational change
- Family Hubs is a key element of the wider Early Help System
- Work to promote understanding that Early Help is everyone's responsibility, not a referral.

Next steps: Workforce & Website Development

- Across our business support networks we have Centre Support Assistants, central business support staff and library assistants who have accessed training on Making Every Contact Counts, an Introduction to Adult Mental Health, Reducing Parental Conflict and Trauma Informed practice .
- Ambition to develop an early help competency framework and learning and development plan across LLR – work just starting with City and Rutland
- Website currently has a holding page - [Family Hubs Leicestershire](#)
- Dedicated areas for Parents & Carers, Young People, volunteers and Professionals
- Website designed to be a self help element of early help with a focus on improving community resilience and reducing the reliance on referrals being the favoured route to support



Workforce
Development

Evaluation of change

- Pleased to have appointed Coram to undertake a process evaluation of our work on Family Hubs
- Developing a Theory of Change – November partnership workshop
- Opportunities for involvement in focus groups and workshops

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