

Family Hubs

Ward(s): All

Portfolios: Cllr Stacie Elson

1 Aim

- To provide an overview of the Department for Education & Department for Health & Social Care Family Hubs and Start for Life programme where families are provided with the integrated support they need to care for their children from conception, throughout the early years and into the start of adulthood. This is to enable parents to establish a firm foundation for their children, from which to meet their full potential in life
- To provide an overview of how the programme will be delivered in Walsall in line with the family hub framework and the progress made in implementing the programme to date
- To provide an overview of the implementation plan for 2023- 2025, reporting and evaluation proposal for ensuring the programme in Walsall improves outcomes for babies, children and families and reduces inequalities in outcomes, experiences and access to services within the Walsall borough

2 Recommendations

1. For the direction of travel for the implementation of the Family Hub & Start for Life Programme to be supported
2. To support the implantation plan and partnership in driving forward the model and embedding across the borough

3 Report detail – know

- 3.1 On the 1st April 2022 the Department for Education and the Department for Health and Social Care announced 75 local authorities were eligible to receive a share of £301.75 million Family Hubs and Start for Life programme funding package for the period 2022-2025.

Walsall is one of the 75 local authorities to receive this investment and to implement the programmes vision, objectives and ambition across the borough.

Vision – to provide families with the integrated support they need to care for their children from conception, throughout the early years, and into the start of adulthood. This is to enable parents to establish a firm foundation for their children, from which to meet their full potential in life.

Objectives - to join up and enhance services delivered through transformed family hubs in each local authority, in order for parents and carers to feel supported and empowered in caring for and nurturing their babies and children, ensuring they receive the best start in life which will improve health and education outcomes for babies and children and enable them to thrive in later life.

Ambition - all families need support from time to time to help their babies and children thrive, whether that's from friends, family, volunteers, or practitioners. The ambition of this programme is for every family to receive the support they need, when they need it. To ensure all families have access to the information and tools they need to care for and interact positively with their babies and children, and to look after their own wellbeing.

Families we know at times experience difficulties interacting with complex service landscapes and have to 're-tell their story' to different services and professionals, this is specifically the case for vulnerable and disadvantaged families. The introduction of a non-stigmatising and single front door model is aimed at addressing this with local services, working together and in partnership with the voluntary, community and faith sectors, all of whom have a vital role to play in supporting families. Breaking down the organisational barriers professionals often face in working together along with organisational geographical boundaries which don't always align when it comes to the delivery of services, which can add to the complexity. Improving 'join-up' between state and non-state services and taking a whole family approach better supports families to access the help they need, when they need it.

The family hub programme focusses on 6 specific areas of action and requires all local authorities to commit to implementing these:

1. Seamless support for families: a coherent joined-up 'Start for Life' offer available to all families. The universal Start for Life offer should include the essential support that any new family might need: midwifery, health visiting, mental health support, infant-feeding advice and specialist breastfeeding support, safeguarding and services relating to SEND
2. A welcoming hub for families: family hubs as a place for families to access Start for Life services. Services available physically, virtually and via outreach
3. The information families need when they need it: designing digital, virtual and telephone offers around the needs of the family, including a digital child health record
4. An empowered Start for Life workforce: developing a modern, skilled workforce to meet the changing needs of families
5. Continually improving the Start for Life offer: improving data, evaluation, outcomes and proportionate inspection
6. Leadership for change: ensuring local and national accountability and building the economic case

Best start in life programme focusses on the 1,001 critical days, from conception to the age of two, which is a time of rapid development. Our experiences during this time lay the foundations for lifelong emotional and physical health. This means that the love, care, and nurture that a baby experiences in this period is particularly important, and adverse experiences can have lasting consequences.

The core elements – the programme funding provided through the government focusses on developing integrated services for children aged 0-2 and will focus on the delivery of 5 core activities/services which need to be developed as part of the programme, with each element having a minimum offer which each local authority must deliver on and a more ambitious (optional) ‘go further’ offer. The 5 core activities are

1. Parenting support -provision for new and expectant parents which helps make the transition to parenthood as smooth as possible, and which stresses the importance of sensitive, responsive caregiving. This must include both universal provision and some more targeted programmes available for parents/carers with further needs
2. Perinatal mental health support – this should build on the investment and progress made as part of the [NHS Long Term Plan](#) (LTP) commitments already underway where particular focus on moderate to severe or / complex mental health needs has been targeted. This start for life funding is an opportunity to complement the improvements to specialist mental health services made as part of the LTP and to offer an evidenced based assessment and support to parents/carers with mild moderate health needs and to develop support specifically for fathers and co-parents
3. Parent-infant relationship support – to develop and deliver a range of evidenced based high quality parenting programmes and parenting support/interventions available to all local expectant parents and those with babies from conception to the age of two, alongside wider integrated support that is inclusive and culturally tailored for parents to improve child and parent outcomes across area of babies and children’s development. To develop peer to peer support networks and community outreach activity open to all, with a focus on supporting fathers
4. Feeding support – to promote breastfeeding and support parents to meet their infant feeding goals, to have flexible and tailored services available to all parents
5. Home learning environment (HLE) support – to provide evidenced based interventions that train practitioners to support parents with the HLE. Aimed at supporting educational recovery and the school readiness of children who were babies during the pandemic including early language

Parents should be seamlessly connected to all services within the family hub and in practice support may overlap for parenting, perinatal mental health and parent-infant relationships, all of which is underpinned by a knowledgeable, skilled, and confident workforce.

Sign up- all local authorities were required to complete an initial sign- up form in September 2022 and submit to Government, indicating the commitment to delivering these minimum expectations and identifying which core elements the ‘go further’ offer would be committed to.

Walsall have given a commitment to deliver an ambitious programme with achieving the ‘go further elements across all of the delivery strands.

Family hub blueprint for action - the Department for Education and Department for Health and Social Care published a detail guidance and funding allocation for each Local Authority along with a family hub blue print which supports strategic and operation design and development of the family hub and best start in life, based on learning from 14 local authorities who had been part of an initial trail blazer and brings together the 'expertise through experience' approach.

- 3.2 Local context/ current landscape: Walsall are using the blue print to start to implement our family hub and best start in life programme, along with working closely with Coventry who were one of the initial trail blazers and now a regional lead on the programme.

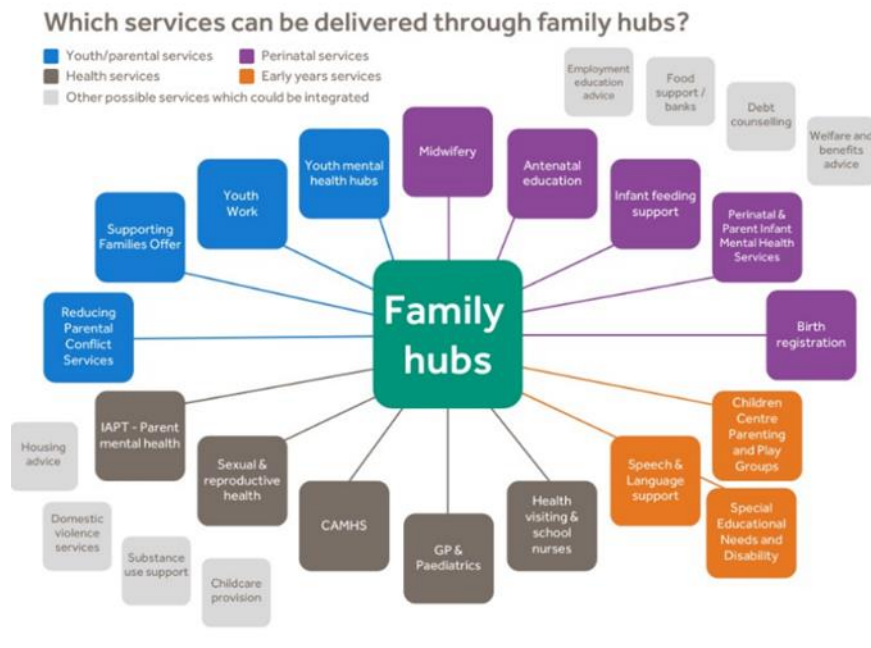
As part of our Walsall Right 4 Children (WR4C) transformation programmes we have already created four locality hubs and 11 community spokes known as the 'Hub & Spoke Model strengthening and building further relationships with key voluntary and community sector partners to ensure we connect families to community support and secure sustainable support. See appendix A

The locality hubs have seen the opportunities to co-locate teams, connecting practitioners (including Social Workers, Family Support Practitioners, Health Visitors, School Nurses, Early Help Police Officers, Domestic Abuse Support Practitioners, mental health support and substance misuse support), with each other, with community resources and the families they work with to enable us to provide easier access to integrated services giving the right help and the right time.

The family hubs will enable us to further strengthen our integrated locality model focussed on giving all children in Walsall a best start in life and is based on 3 principles

- Strengths
- Assets
- Connections

Although the Focus of Family Hubs is on delivering effective information and services to children aged 0-5, there is an expectation to expand these services to ensure the programme has a whole family approach and supports children 0-19 to grow up safe from harm, happy, healthy and learning well. Therefore the below services are expected to form part of the Family Hub delivery



In addition to our specific children transformation programme we will be using two wider key local partnership change programmes as fundamental enablers in the development of our family hubs

1. Walsall Connected - a partnership between LA and local community associations, libraries and other trusted partners. The programme focussed on training staff and volunteers to improve people's digital access and skills.
2. Resilient communities – led through our Integrated Care partnership this programme focussing on early intervention and prevention rather than treatment. Identifying how we can help build community resilience by creating connections and an environment for increased social and voluntary action amongst citizens. As a partnership we are focussed on reducing health inequalities, acknowledging the need to address the wider determinants of health, which have a bigger impact on people's health than healthcare alone.

Needs analysis – there has been two key needs analyses' completed in 2022 which is supporting the implementation and focus of support

- Walsall Insight commissioned by the Children and Young People Alliance on the 1001 days included a deep dive into infant mortality as Walsall has the worse rates in the country.
- Walsall Maternity Ethnicity needs assessment and review of support which gives us a good baseline for the work that needs to be done as part of family hubs.

Please see appendix B attached.

Partnership working - information gathered as part of 'We are Walsall 2040' with parents and carers of children aged 0-19 will provide us valuable information to help shape the family hub programme in Walsall.

Children's Services are taking a lead on the development of the programme and have secured good engagement from key stakeholders along with the development of a multi-agency Family Hub Steering Group.

A number of briefings have been and continue to be held and various stakeholder implementation workshop are taking place.

Stakeholders to date include Public Health, Walsall Together, Community Mental Health, 0-19 Healthy Child programme (health visiting and school health), Paediatric Service, Voluntary and Community sector, local authority Early Years Team, Resilient Communities, Walsall Health Care Trust, Housing, Black Country Mental Health; Police and ICS.

Sign up form: In September 2022 Walsall submitted the initial sign up agreement indicating where we are at against the required elements of delivery, along with how we are planning to deliver an ambitious programme with achieving the 'go further elements across all of the delivery strands.

Delivery plan: In December 2022 Walsall completed and submitted the family hub delivery plan setting out our current position as reflected above along with the medium and long term plan which is awaiting approval by the governments Family Hubs and Start for Life Programme Team.

Consultation: Locally Family Hubs are seen as an opportunity to drive system change which will have a significant positive impact on our future generation. This was reflected in our consultation with parents and partners who felt following principles where key building our consensus for change:

- Understanding the lived experience of children, families and communities and how Family Hubs/Start For Life can improve these
- Equity at the heart of decision making - recognising that that the needs of our families across the localities are different and therefore we need to allocate resources and opportunities accordingly to reach an equal outcome.
- Sustainability - building a model that is not just relying on government guidance or funding, but that is rooted in local strategy and transformation programmes. It has therefore been agreed that Family Hubs will form an integral part of 'We Are Walsall 2040' vision and Strategy

During October and December 2022 we have undertaken extensive consultation with all stakeholders, including parents and carers around the vision and branding of our local programme, this information is currently being processed to develop our joined localised vision and branding which will be taken for sign off to the Family Hub Steering Group in February 2023.

Governance - In September, the confirmed their support to the delivery of the programme as it aligned to the Local Health and Wellbeing Strategy and its three priority areas:

- 1) Children and young people: Ensuring all children have the best possible start in life and support them in growing up safe from harm, happy and learning well with self-belief, aspiration and support to be their best: Walsall

- children are provided with the best start in life so they can fulfil their potential and make positive contributions to their communities
- 2) Mental health and wellbeing: supporting both the parents and children health and wellbeing to increase resilience and supports the building and maintenance of strong relationships
 - 3) Digital: the development of a digital inclusive offer to ensure that the information and services are easy to access by all.

The Board will receive annual assurances on delivery of this programme as part of the reporting on progress on the Local Health and Wellbeing strategic priorities.

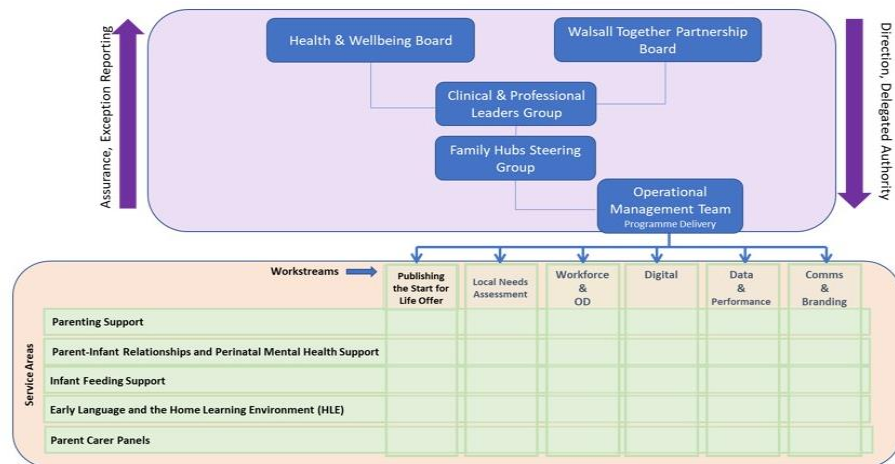
An operational management group has been established reporting into CPLG.

There are currently 6 work streams developed (with a lead for each work stream) to drive forward the implementation of the programme, these are:

- 1) Development of the Start for Life offer
- 2) Local needs assessment
- 3) Workforce and OD
- 4) Digital
- 5) Data and Performance
- 6) Communications and branding



Governance Structure – Family Hubs and Start for Life Programme



The council does remain however the accountable body for the overall funding and delivery of the programme.

Next steps: between now and the end of March 2023 the following milestones will be completed:

- Development of an outcome framework
- Development of a branding and communication plan, including the Start for Life Offer due for publication April 2023
- Development of a specific website
- Development of a digital solutions to provide better access

- Development of the 'Family Hub Way of Working' document setting out our vision, values and behaviours
- Recruitment of the family hub transformation team, including a lead officer along with a recruitment drive for further workforce development, including further investment in parenting support for fathers and for parents/carers of SEND children, volunteer's co-ordinator and local volunteers etc.
- Development of a commissioning framework
- Draft parent/carer engagement strategy and plan, which will be presented to a range of parents/carers with a view to finalise and publish final strategy in April 2023
- Development of family hub training package for staff across the 'hub ab spoke/ model
- Implementation of data sharing systems

April 2023 will see the official launch of Walsall Family Hubs, this will be the formal opening of our 4 (re-branded) Family Hub locality sites and our 11 Family Hub spokes (community buildings with a family hub offer) with each site having a clear Family Hub/Start for life offer.

Through our commissioning framework we will be looking to expand our Family Hub outreach sites from 11 to 20 in year 2

4 Financial information

Funding to deliver the Family Hub & Start for Life Programme for Walsall has been confirmed between £3.74m and £3.90m over 3 financial year (2022/23 – 2024/25). The funding is made up of a mixture of revenue and capital funding and must be spent in line with the percentage allocations set out in the grant guidance. This is detailed in appendix C at the end of the report.

The Local Authority will be the key accountable body for the grant but there is a clear expectation the programme will be developed and delivered in collaboration with partners with Health, Voluntary Sector and Education system.

Financial returns will be completed twice a year to provide assurance that expenditure is in line with the grant determination and agreed programme outcomes. All funds must be fully spent within the financial year they are intended for. Any unspent funds will be required to be repaid to the grant provider.

Walsall have submitted all relevant sign up documentation which was approved on 21st November and a memorandum of understanding has been completed and approved by senior management. In addition to this a full delivery plan has been submitted in December 22 and the first 50% of the 2022/23 funding is expected to be received in January 2023.

Spend will be monitored and reported to the Director of Early Help on a monthly basis to ensure all spend is in line with the grant determination and all funds are spent within the timescales set. Monthly progress meetings will also be held with the Family Hub project team to monitor progress and spend.

5 Reducing Inequalities

Effective, evidence based and accessibility of the family hubs that improves the services for parents and children will help reduce a range of issues that result in or exacerbate inequalities, informed by needs assessments to understand population and accessibility needs.

Information for families will meet the Accessible Information Requirement and will be available in local languages.

The family hub and its services demonstrate and model inclusion for children, young people and families with all types of special educational needs and disability, with reasonable adjustments proactively built in.

Services will be accessible, ensuring environments are physically and sensory accessible.

Services across the family hub network will gather and share a range of evidence and data to ensure that families in priority groups, including those with protected characteristics, vulnerable and seldom-heard groups, are accessing services through the family hub network and feel their needs are being met, and that the impact of services on individual families is effectively monitored.

6 Decide

The Family Hub model and delivery is an ambitious programme, whilst there is no decision for scrutiny to be made about the delivery model, scrutiny are asked to support the direction of travel and endorse the delivery plan to date.

7 Respond

The Family hub model and implementation plan is responding to the needs of parents and children, ensuring an integrated support offer is available and accessible to all and supports the needs and care from conception throughout early years and beyond. It ensures parents establish a firm foundation for their children, from which to meet their full potential. Walsall's extension to the existing locality family hub and spoke model is responding to the family hub blueprint along with the delivery plan which is awaiting sign off by the governments Family Hubs and Start for Life Programme Team.

8 Review

The delivery plan and associated work will be continually reviewed by the Steering Group and reported Health and Wellbeing Board. It is intended to also bring regular updated reports to scrutiny for information.

Background Papers

[The Best Start in Life: A vision for the 1,001 Critical Days](#)

[Healthy Child Programme 0-19 public health services](#)

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Appendix A

Walsall Hub & Spoke Model

North

Locality Hub: Venue spread over two buildings in close proximity of each other:
275 Blakenall Heath, Walsall, WS3 1HJ and Blakenall Row.

Locality Spokes:

- Bloxwich Community Partnership, Blakenall Row, Blakenall, Walsall., WS3 1LW - 01922 712069 – Dan Garbett
- Frank F Harrison CA, Beechdale Centre, Stephenson Square, Bloxwich, Walsall WS2 7DY Tel: 01922 746967 Contact: Deb Mohammed
- Ryecroft Community Hub 28 New Forest Road. Ryecroft, Walsall WS3 1TR Tel: 01922 234080 Contact: Dave Taylor/Paul Staples

West

Locality Hub:

Ilmington House, Crescent Road, Wednesbury, WS10 8AE

Locality Spokes:

Darlaston All Active,
Darlaston Town Hall,
Victoria Road
Darlaston, WS10 8AA
Tel: 0121 5686144
Contact: Sharon Felton

Willenhall CHART19

Gomer St, Willenhall
WV13 2NS
Tel: 01902 368199
Contact: Sylvia Squires

The Hive Community Hub,
New Invention,
The Square
Tel: 01922 746967
Contact: Deb Mohammed



East

Locality Hub:

Silver Court, Brownhills
WS8 6HA

Locality Spokes:

Brownhills CA, Chester Road
North, Brownhills, WS8 7JW
Tel: 01543 452119
Contact: Janet Davies

Manor Farm CA, King George
Crescent, Walsall, WS4 1EG
Tel: 01922 614316
Contact: Sue Evans

Pelsall Community Centre,
Station Road, Pelsall, Walsall,
WS3 4BQ
Tel: 01922 682156
Contact: Arthur Roberts

South

Locality Hub:

Birchills Street, Walsall WS2 8NG

Locality Spokes:

- Nash Dom CIC Sun Street, Palfrey Walsall, WS1 4AL
Tel: 01922 616444 /07531090695 Contact: Juraj
Modrak/Ana Tomulescu
- Aaina Community Hub Bath Road, Caldmore, Walsall, WS1
3BS Tel: 01922 644006 Contact: A'isha Khan

Appendix C – Family Hub Grant Allocation

Strand	Split	2022/23 Allocation £	2023/24 Minimum Allocation £	2023/24 Maximum Allocation £	2024/25 Minimum Allocation £	2024/25 Maximum Allocation £	Total Minimum Allocation £	Total Maximum Allocation £
Revenue Funding								
Family Hub Programme Spend	20%	183,800	307,400	325,600	257,000	271,400	748,200	780,800
Parenting Support	16%	147,040	245,920	260,480	205,600	217,120	598,560	624,640
Home Learning Environment	8%	73,520	122,960	130,240	102,800	108,560	299,280	312,320
Parent-infant relationships & perinatal mental health	31%	284,890	476,470	504,680	398,350	420,670	1,159,710	1,210,240
Infant feeding support	16%	147,040	245,920	260,480	205,600	217,120	598,560	624,640
Publish start for life offer & parent carer panels	3%	27,570	46,110	48,840	38,550	40,710	112,230	117,120
Other	1%	9,190	15,370	16,280	12,850	13,570	37,410	39,040
Total Revenue Funding	95%	873,050	1,460,150	1,546,600	1,220,750	1,289,150	3,553,950	3,708,800
Capital Funding								
Family Hub Capital Spend	5%	45,950	76,850	81,400	64,250	67,850	187,050	195,200
Total Capital Funding	5%	45,950	76,850	81,400	64,250	67,850	187,050	195,200
Total Grant Funding	100%	919,000	1,537,000	1,628,000	1,285,000	1,357,000	3,741,000	3,904,000