



Family Hubs & Start for Life October 2023



Our vision:

**Children, young people & families
are safe, happy & the best they can be.**



Family Hubs Transformation Update



Family Hubs Transformation update



- Working with NCT to develop a single point of access (SPA) with ability to triage, assess need and ensure families receive right support at right time by right person Family Hubs will fund 2 SPA officer posts as a pilot – this aligns with the Peer Review undertaken recently at NCT
- Leadership & Development programme – 3 sessions last one to take place in November. So far have agreed Family Hub Mission Statement - **“Children, young people, and families are safe, happy and the best they can be”**. this will be under pinned by a set of values and behaviours wording to be refined and agreed with families – Final workshop in November will explore outcome measures and KPI's for Family Hubs and a joint understanding of what Good looks like.
- 18 managers across the partnership The Family Hubs Leadership Programme, a 10-day programme delivered over six months. The programme is for those who already, or may in the future, act as a manager of services that link to Family Hubs and contribute to the wider Family Hub offer. First workshops took place in October 2023
- 25 parents identified forming Parent Carer panel already being used to test and learn proof of concept for Bee Bot AI
- Recruited to 3 Family Hub Connector Roles interviewing for a fourth – these are fixed term contracts with a view to moving to a Peer Support/Volunteer model in the future

Continued



- Updated delivery plan submitted to DfE in September 2023 awaiting feedback
- Q4 and Q1 Family Hub Monitoring forms submitted week prior to deadline of 27th October 2023, Data collection workstream now in place to streamline data collection and work towards development of a Family Hub Data Dashboard
- Officially launched Wellingborough Family Hub Network on 30th September looking to launch Corby in January 2023 and Kettering in early Spring. This will be closely followed by East Northants
- Many commissioned services have now mobilised and will be covered in commissioning update
- Working with the LAPS to ensure asset mapping and Children's Statutory duties are aligned to avoid duplication of work and make effective use of limited resources across the system

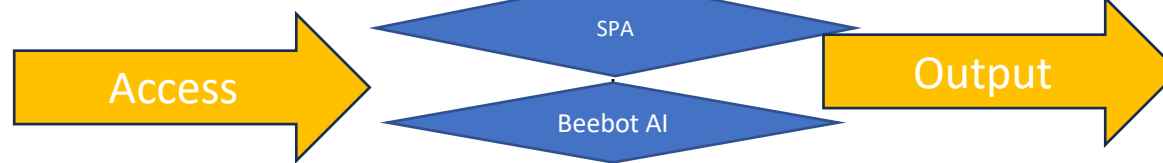
Continued

- Working with Public Health to develop a youth offer in NNC – funding is being made available and Family Hubs will lead by starting a new Children and Young People's work Stream, currently agreeing membership and TOR
- Refurbishment work is well underway at Penrith Children's Centre. New furniture and redecoration will significantly improve the experience families receive when attending new signage will follow



Key activities/ Milestones*

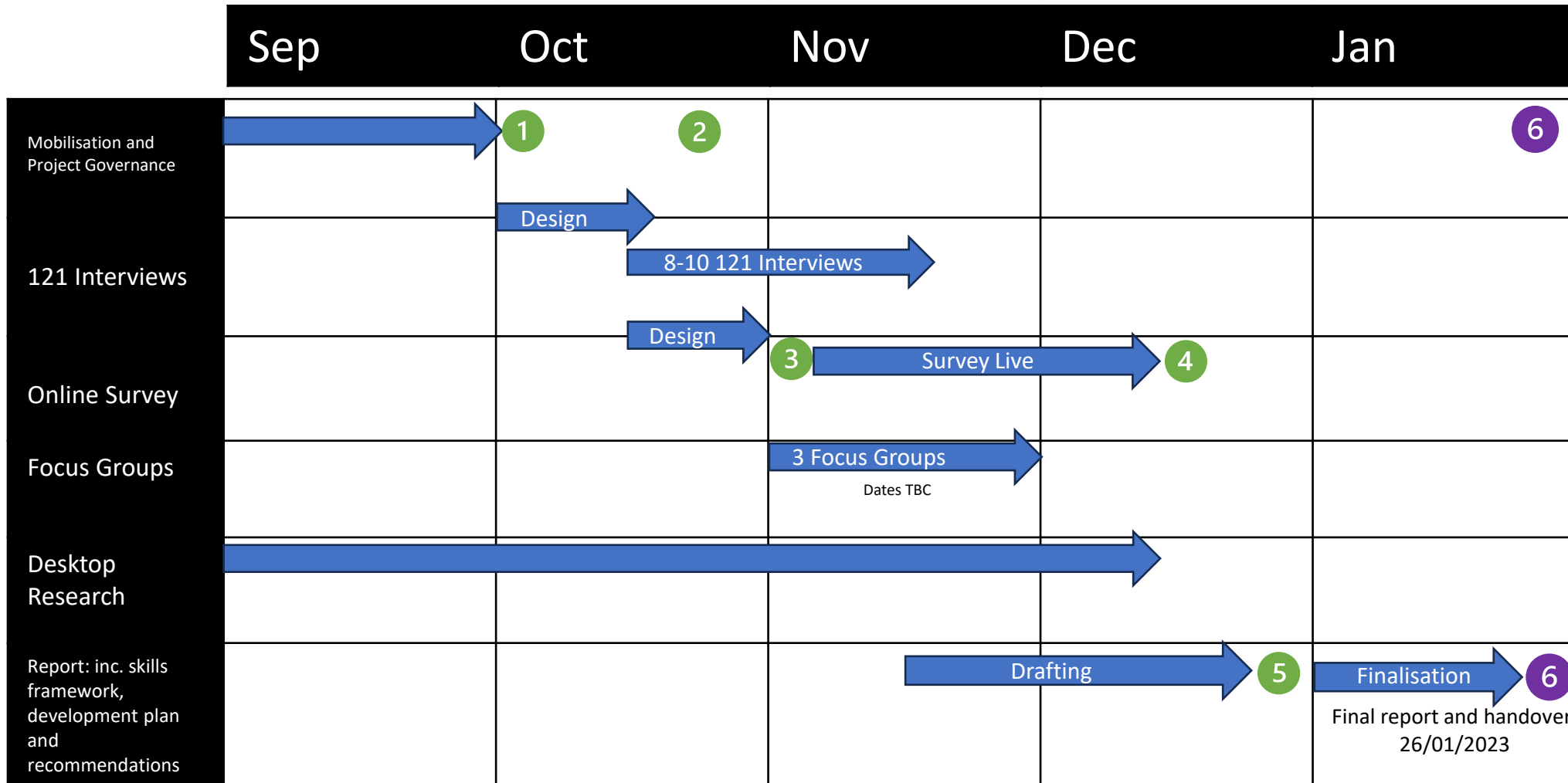




- Short-term increase in early help assessments will reduce social care referrals.
- Referrals/ signposting to other services across the FH network
- Earlier identification of needs
- Efficient and effective use of resources

Insight	PNMH AND PIR Strategy	Parenting Strategy	Parent Carer Panels	Communication strategy and marketing plan
	Needs assessment	Workforce skills audit	Evaluate the effectiveness of pilots	The Voice of CYP
Digital	Easy Peasy (Application)	Family Hubs Data dashboard	ANYA infant-feeding (application)	Better Conversations (Application)
Commissioned support	Milk and You infant-feeding support delivered across the FH network	Family Action (Supportive Steps) Universal and targeted support delivered across the FH network)	Community Connector Pilot Signposting, advice and guidance	NNC Volunteer Academy Peer support growth, support and development service.
	Parent-infant Relationship Pilot	Parenting programmes and interventions for marginalised groups and people with protected characteristics	Start Well Pilot	SALT Pilot
WORKFORCE	Wellcomm Toolkit	PEEP Training	Signalong	Leadership Programme
Existing CYP contracts	0 – 19 contract	Strong Start	Flourishing Babies	NCT (Northampton Childrens Trust)






Timeline – Workforce Skills Audit



Milestones:

1. Initial stakeholder workshop
2. October Programme Board
3. Online Survey goes live
4. Online survey closed
5. Report draft completed
6. January Programme Board – presentation of findings

Communications Update

-  We have mailed out marketing packs containing information on our Start for Life Offer and our Easy Peasy and ANYA apps, to over 80 local community locations across North Northants, including libraries, children's centres, GP practices and nurseries. We have reached out to these localities and had representatives step forward as points of contact
-  Our Facebook page continues to grow, with 300 followers and counting
-  Family Hubs stories were featured in the Northants Telegraph and Northants Voice, covering our Wellingborough Launch event
-  We are pulling together a mailing list and putting together newsletters, one for partners and one for parents and carers
-  We reached out to partners to gather their requirements for video content for their services. This will include introductory videos, informational content and “customer journey” animations. We're looking to work with 14 services on this

Commissioned Highlights/Update





Infant-feeding project update

- Delayed , impact to milestone (R)
- Delayed, likely to recover (A)
- On track (G)

Aims and objectives

- An infant-feeding peer support service and drop-in services are provided at the Family Hub, in community settings and in hospital wards.
- Specific focus and additional / 1:1 support are available to support those less likely to breastfeed.
- Remote/ virtual infant feeding support is available and accessible to all parents.
- Community tongue tie clinics are provided.
- Creative initiatives are developed to promote a breastfeeding-friendly environment and drive a cultural shift

Previous RAG	Current RAG
	

Progress update

- ANYA app has been live for three months, and the sign-up rate has increased to 13% of the birth rate in September. *The aim is to reach 20% of the birth rate*
- Funding passported to the LMNS to expand the current infant-feeding service. This service has not mobilised due to delays in agreeing service delivery information. We are working with partners to agree on a November 1, 2023, implementation plan.
- The infant-feeding workstream has agreed upon the final script for the responsive feeding videos. The educational animation videos will be available for HCP to use in January 2024.
- The breast pump loan service is under review, and changes have been agreed to streamline the process. This will include a single point of access request form managed via Milk and You and more breast pumps funded and distributed from Family Hub networks with wraparound breastfeeding support.

Next steps

- Appoint a service design partner to map the existing pathways into the multiple infant-feeding services, breastfeeding grief support and tongue-tie support. This will include a gap analysis and an agreed action plan for service development.
- To pilot community tongue-tie service provided by a lactation consultant and peer support workers, allowing parents to access feeding advice and support immediately post-surgery, regardless of where the division occurred.
- The breastfeeding grief support campaign is still being scoped with key messaging agreed;
 - “If you have a traumatic breastfeeding experience, it doesn’t mean it will happen again; it is not your fault.”
 - Access support early in pregnancy, talk about it, and we can make a plan!

Anya monthly report – September 2023

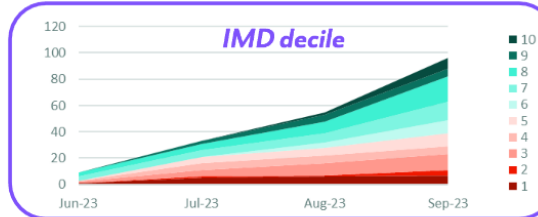
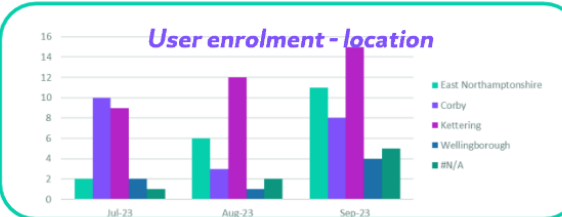
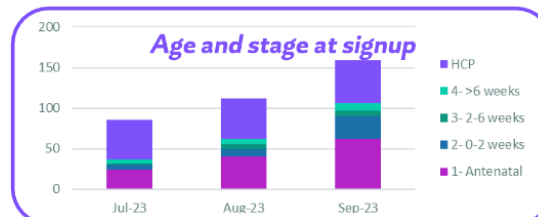
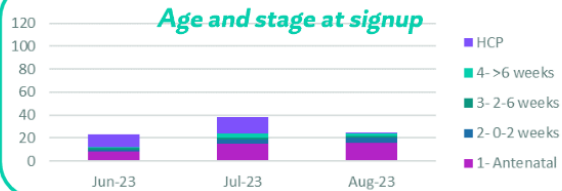
Prepared for North Northamptonshire Council



NEW app users in North Northants

Looking at the new enrolments each month gives an indication of which referral routes are working well, and can highlight areas where there is opportunity to improve signposting.

New signups (parents)	43
New signups (HCPs)	2
% users referred by their HCP	72%
% users in IMD deciles 1&2	10%



ALL app users in North Northants

Each user licence lasts 3-12 months, depending on the age and stage at point of signup. The number of **Active licences** is the number of users who are in possession of a Premium licence each month. **Active users** are users who have engaged with the app this month.

Total active licences (parents)	106
Total active licences (HCPs)	53
Total active users (parents)	58
Total active users (HCPs)	17

Successes:

User signup rate has increased to 13% of birth rate in September.

User numbers have increased across all localities compared with August.

9x increase in direct traffic to the landing page – this demonstrates signposting using the printed assets is having an impact on landing page visits.

Our Autumn seasonal digital assets have been uploaded to [your shared folder](#) – covering a range of seasonal topics – from keeping children safe on bonfire night, to dealing with winter illnesses while breastfeeding, and much more!

Challenges and Opportunities:

Opportunities to further increase the **user signup rate**:

- Emilie will join an infant feeding workstream meeting in October to provide an update
 - Inventory check of printed assets
- Refresh messaging with HCP teams, particularly in Corby and Wellingborough where uptake is lower
- Explore opportunities for digital signposting

Low rates of **user feedback**:

- We expect this to naturally increase as signup rate increases
- Ask HCPs and the Infant feeding workstream to encourage participation in feedback survey

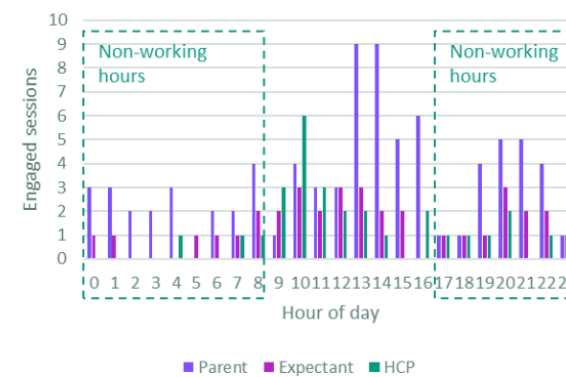
User feedback and insights:

Top 5 topics this month:

- How to latch baby on (Cross cradle) animation
- Breastfeeding a baby with downs syndrome
- Infant feedback and early parenting drop-in session
 - Positioning a baby to breastfeed (video)
 - Breastfeeding and the first few days

In our user feedback survey, a Family Support Practitioner in North Northants said: "Signposting is easy" and agreed with the statement "The Anya app compliments the care I provide".

Out of hours support



49% of parent engaged sessions were out of hours

Perinatal Mental Health and Parent-infant relationship

- Delayed , impact to milestone (R)
- Delayed, likely to recover (A)
- On track (G)

Aims and objectives

- Support mild to moderate perinatal mental health difficulties in the family hub by enhancing existing services and/or new offers.
- Perinatal mental health support for fathers and co-parents
- Universal parent-infant relationship support.
- To promote positive early relationships and good mental health, and well-being for babies and their families

Previous RAG	Current RAG
■	■

Progress update

- NNC Volunteer Academy RFQ is live, and the contract will be awarded on November 13, 2023. The successful provider will deliver a structured program that provides workforce development and support to individuals interested in volunteering for various Family Hub Projects and the broader community.
- Supportive Steps, delivered by Family Action, has been mobilised in July – and September, providing peer support, drop-in groups, evidence-based programs, and buggy walks across Wellingborough and Corby Family Hub Networks.
- Family Action has allocated 2 practitioners to attend VIG (video interaction guidance) training. It will deliver sessions to guide parents with PNMH and PIR difficulties (mild to moderate) and reflect on video clips of interactions with their babies.

Next steps

- Northamptonshire Healthcare Foundation Trust will deliver an 18-month Circle of Security pilot both face-to-face and via online groups. The pilot will go live in December and provide 12 groups, reaching 120 participants over 24 months.
- To appoint a research and evaluation partner to develop a comprehensive, co-created multidisciplinary perinatal mental health and parent-infant relationship five-year strategy that provides system-wide solutions and actions on the most efficient ways to improve outcomes
- Commission Creche facilities to support service delivery of PNMH and PIR interventions, parenting programmes and support services.

Parenting Support project update

- Delayed , impact to milestone (R)
- Delayed, likely to recover (A)
- On track (G)

Aims and objectives

- Evidence-based universal parenting programmes and interventions are provided at the Family Hub (including digital)
- Intensive support for expectant parents and those with babies from conception who need targeted parenting interventions.
- Peer-to-peer support networks and community outreach programmes to provide one-to-one and tailored group support.
- Integrated multi-agency referral pathways in place for access to peer support, targeted community outreach activities, and targeted, evidence-based parenting programmes for new and expectant parents/carers.

Previous
RAG



Current
RAG



Progress update

- Supportive Steps, delivered by Family Action, has been mobilised between July – September, providing peer support, drop-in groups, evidence-based programs, and buggy walks across Wellingborough and Corby Family Hub Networks.
- **Triple P Baby** Parenting training has started for Blue Lily Lodge. NCT and Pen Green are to confirm their places for cohorts starting in Q4 23/24
- The programme is mapping the current parenting support offer, working with the workstream to identify parenting interventions, when and where they are delivered, and the outcomes being measured.
- The Engagement & Participation Officer joined the team in October, and Family Hub Connectors have been recruited, and the service will go live on November 1st.

Next step



- Grant fund a 2-year '*Parent Coaching Pilot*' with Croyland Nursery that will support parents with babies 0-2 who would benefit from more intensive access to targeted interventions. Parents will receive additional 1:1 Coaching, mentoring or help to implement evidence-based parenting interventions at home.
- Development of a parenting strategy to oversee the development of NNC-wide effective, evidence-based parenting support for new and expectant parents.
- Recruiting a Parenting Co-ordinator who will provide strategic oversight and support parents to implement the Parenting Strategy. Interviews w/c 30th October
- Launch the Better Conversations application, supporting NCT with the roll-out of the parental conflict digital resource across the partnership
- Grant Funding By and For organisations to deliver evidence-based parenting programs and interventions for mothers, fathers and co-parents from marginalised groups and with protected characteristics to access advice and support in places they already go.

HLE project update

- Delayed , impact to milestone (R)
- Delayed, likely to recover (A)
- On track (G)

Aims and objectives

- To improve outcomes in speech, language and communication.
- To support parents/carers to understand their child's developmental milestones and communication needs, helping their child to thrive at home, giving them the tools to support their needs earlier.
- To ensure that children are better prepared for school and have an appropriate plan in place to support their needs if required.

Previous RAG	Current RAG
	

Progress update

- The WellComm Toolkit has been rolled out to 30 early years settings to support early identification of speech and language needs and deliver evidence-based interventions to support language development.
- The Easpeasy app launched on 5th September 2023, providing universal access to all parents/carers and families of children aged 0 – 5 in North Northants; 311 users have signed up and are actively using the app. We will continue advertising the service offered through mailouts to schools, early years settings and social media campaigns.
- 13 Early-years professionals have accessed EasyPeasy training that will enable professionals to provide targeted language development support by recommending content to parents via the app and through reinforcing activities and approaches with children in professional settings.
- PEEP Learning Together programme, is an evidence-based programme that equips practitioners to engage and support parents to build on what they already do to enhance their baby's or child's early learning and development. 24 practitioners will be trained between September – December 2024, including Strong Start and the 4 maintained nurseries.
- The Start Well Evaluation Project is now live. 33 settings are working with the University of Northampton to assess how the quality of the environment impacts children's communication and language development.

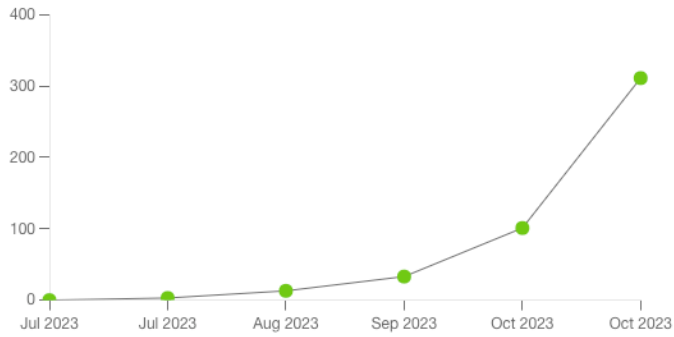
Next steps

- The PEEP programme will provide online and in-person workshops for parents, carers and family members.
- Carer peer support workers (CPSW) will provide HLE (home learning interventions) for children on the SALT waiting list aged 3-4 years. CPSW will be trained to deliver PEEP, providing families with evidence-based information, strategies, and parent-led coaching in the community and at home.
- Sign-along Workshops will take place within the next couple of months, aiming to train up to 6 Local Tutors who can deliver sign-along sessions within the Family Hub network.

Appendix 2



You've reached **311** families...



... including **597** children

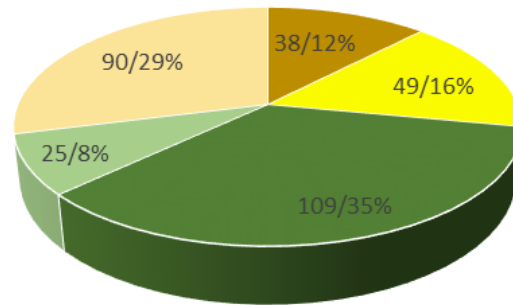


That's **2.44%** of all of the children aged 0-5 living in North Northamptonshire. Which means it's costing **£33.50** to reach each child

Parents are viewing these topics



easypeasy downloads by locality as at 24/10/23 (number/ %)



■ Corby ■ East Northamptonshire ■ Kettering ■ Unknown Postcode ■ Wellingborough

The Voice of Children Project



Organisation	Brief description of proposal
BAK UP CIC	<p>BAK UP CIC will deliver co-production activities such as focus group discussions, one-to-one interviews and creative activities to let children communicate their expectations of how services should be accessed.</p> <p>BAK UP CIC will focus on engaging children and young people in the local area of East Northants from minority ethnic backgrounds.</p>
Beccy Hurrell Voice & Arts	<p>Beccy Hurrell Voice & Arts will link in with schools and the PSCHE, visiting very secondary school, SEND facility, and at least 2 feeder primary schools in each secondary's neighbourhood.</p> <p>Young people will engage in brainstorming sessions that support young people to craft solutions for their challenges and develop insights about what our CYP needs to shine brighter in North Northamptonshire. Plus, in every session, CYP ambassadors will be identified, championing their group's views and staying on board for any follow-up action.</p>
Northamptonshire Healthcare Foundation Trust	<p>Young people will co-design and deliver a lived experience library of 'living books'. The library is a bank of co-produced videos or audio, each telling the story of a young person in our county that represents their experience of growing up with their particular characteristic such as 'being gay and growing up in Northamptonshire', 'coming to Northamptonshire as a young refugee', 'How I manage my anxiety at school', 'my self-harm and you', 'What you need to know about body image'.</p>
Groundwork Northamptonshire	<p>Groundwork will utilise existing groups and sessions, including nature-based play, Child led movement and sensory play as an opportunity for conversation and discussing key areas of interest incorporated and collated as part of the session, targeting 4 different age groups 0 – 4, 2-5, 6 – 12, 13 – 16 in different geographies across the North of Northamptonshire.</p>
The Foundations for Children Nursery Schools Federation	<p>The Foundations for Children Nursery Schools Federation will draw on their experience and research through our ongoing 'Voice of the Child' project, to collate the 'voice-of-those-without-a-voice' across North Northamptonshire i.e. those whose voices cannot be heard, for example if the child is non-verbal, cannot explain or is choosing not to speak.</p> <p>They will collect the voice of the community's youngest members to ensure that their voice is not left unheard, devising creative solutions to any potential barriers to their inclusion in the Voice Bank.</p>

Proof of Concept – Beebot AI



BEEBOT AI



Enhancing human experiences with services or technology

Transforming and Enhancing Business Operations



Beebot Pay



Beebot Support



Beebot Engage



Beebot Automate



Crown
Commercial
Service
Supplier



ISO / IEC 27001
Certificate No. ISM7799360







NHS
Digital



BEEBOT AI

Family Hubs – Digital Project Update

Key Objectives

-  Develop a POC environment to enable the council to visualise how an intelligent automation platform can deliver digital the requirements
-  Provide an opportunity for the council to experience Beebot AI's project delivery expertise
-  Evaluate the solution via co production to ensure the following stakeholders' needs are met
 - DFE
 - Service leads
 - Parents/Carers
 - Professionals
 - Family Hubs project team
-  Evaluate a new digital strategy that joins the digital experience into one platform by combing
 - Family Hub
 - Send Local Offer
 - Send IASS
 - Family Information Service
 - Partner information e.g. NHS, community partners



Family Hubs – Digital Project Update

POC Configuration Scope

(FIS & Family Hubs & Start for Life)

Pregnancy Support

- Support before and during pregnancy (NHS integration)
- Pregnancy support videos
- Pregnancy Care (NHS integration)
- Due date calculator
- Pregnancy week-by-week

Infant Support

- Post-birth support for parents and carers
- Post birth support videos
- Local breastfeeding groups (NNH Links)
- Breastfeeding support programme (ACP)
- Breastfeeding & Lifestyle (NHS & Breastfeeding Network integration)

Pregnancy

- Planning your pregnancy
- Advice and help with your pregnancy
- Pregnancy and parenting support
- Early help during pregnancy
- Pregnancy & financial support

Newborn 0-2

- Additional Help
- Parenting Support
- Financial Support
- Breastfeeding & Nutrition Support
- Finding Childcare

Family Hubs – Digital Project Update

POC Configuration Scope

SEND Local Offer

Education, health and care plans (EHCP)

- How to contact the Statutory SEND Team
 - When should I contact SEND team
 - Urgent/ less urgent
 - How to contact us
 - What if I don't hear back
 - Maintain contact with school
- The EHCP Process
 - Requesting assessment
 - Deciding whether an EHC assessment is needed
 - What happens during the EHC assessment
 - The EHCP document itself
 - Reviewing the EHCP



Family Hubs branding – Ethical Healthcare



Brand development

- Developing comprehensive branding for the network with clear brand guidelines and templates
- [Survey for board members](#) currently active – please complete!



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START FOR LIFE

Choosing childcare

What are Family Hubs?
Family Hubs bring together many different services to support you and your family from pregnancy through the early years of childhood and beyond. They help children and young people up to 19, and if they have Special Educational Needs, until age 25.

How can Family Hubs Help?
All families may need help from time to time, and the Family Hub will make it easier for you to get the help you need at the right time from:

Who can go to Family Hubs?
Family Hubs are for parents, carers & families with babies, children and young people who live in North Northants.

Top tip for breast feeding!
All families may need help from time to time, and the Family Hub will make it easier for you to get the help you need.



North Northamptonshire Council | Start for Life | 01898 222 222 | familyhubs@northnorthants.gov.uk

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FAMILY HUBS NORTH NORTHANTS

CHILDREN AND YOUNG PEOPLE

Find out more about youth wellbeing services

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FAMILY HUBS NORTH NORTHANTS

PARENTS AND CARERS

Attend our parenting support course for you

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FAMILY HUBS NORTH NORTHANTS

SEND

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Top tip for SEND advice!
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