

**Sure Start  
Children's Centres**

**Merry-Go-Round • Spring House**

Spring House Family Service  
Social Affairs Committee presentation  
Tuesday 22 January 2013

*'Working with families to give children the best start in life'*





# Core Purpose of Children's Centres

“The core purpose of Sure Start Children's Centres is to improve outcomes for young children and their families, with a particular focus on the most disadvantaged, so children are equipped for life and ready for school, no matter what their background or family circumstances.”

*Supported by improved:*

- *Parenting aspirations, self-esteem and parenting skills*
- *Child and family health and life chances*

*Government Vision, April 2012*

# Phase 3 Children's Centres – the basics

Serving families living in 70% least disadvantaged areas.

No requirement to provide childcare (unlike Phase 1 and Phase 2 Children's Centres)

Flexibility over opening hours to best need local need.

Flexibility over the way in which services are delivered in rural areas.

- Outreach support to parents and carers and children
- Information and advice to fathers, mothers and carers on a range of subjects
- Support to childminders
- Drop-in sessions and other activities
- Links to JobCentre Plus
- Access to community health services, including midwives and health visitors
- Health promotion

# Children's Centre Desired Outcomes

- **Being Healthy**

Children, including those from target groups and those who are identified as in most need of intervention and support in the reach area, are physically, mentally and emotionally healthy and families have healthy lifestyles.

- **Staying Safe**

Children are safe and protected, their welfare concerns are identified and appropriate steps taken to address them.

- **Enjoying and achieving**

Children and parents, including those from target groups and those who are identified as in most need of intervention and support, enjoy and achieve educationally and in their personal and social development.

- **Making a positive contribution**

Children engage in positive behaviour and develop positive relationships

Parents, including those from target groups and those who are identified as in most need of intervention and support, contribute to the decision-making and governance of the centre.


- **Economic and social well-being**

Parents, including those from target groups and those identified as in most need of intervention and support, are developing economic stability and independence, including access to training and employment.

## Children's Centre National Key Performance Indicators

- ➡ % being breastfed at six to eight weeks
- ➡ % of children in reception year who are obese
- ➡ rate of emergency hospital admissions caused by unintentional and deliberate injuries to children and young people
- ➡ % of children gaining at least 78 points across the Early Years Foundation Stage Profile scales with at least six points in each of the scales for personal, social and emotional development and communication, language and literacy
- ➡ % gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest \*
- ➡ % of children aged 0–4 living in households dependent on workless benefits
- ➡ % of eligible families benefiting from the childcare element of Working Tax Credit

## Children's Centre National Key Performance Indicators (continued)

 % of each of the following target groups in the children's centre reach area and with whom the children's centre establishes contact:

- ✓ teenage parents and pregnant teenagers
- ✓ lone parents
- ✓ children in workless households
- ✓ children in minority ethnic groups
- ✓ disabled children and children of disabled parents
- ✓ fathers
- ✓ other groups that are priority vulnerable groups in the children's centre area

# What do we provide?

**High quality, inclusive, early learning and childcare** - includes supporting families to access the offer of free early learning for 2 year olds, support for childminder networks, creche facilities, stay and play sessions appropriate to meet local need.

**Information and activities for families**, so that parents can make informed choices. includes provision of family activities to improve outcomes (for example, learning through play or healthy eating) and housing, benefit and debt advice.

**Adult learning and employment support**; this includes access to volunteering opportunities as steps toward employment and links to Jobcentre Plus.

**Integrated child and family health services**; this includes integrated work with Health Visitors delivering the Healthy Child programme, engagement with midwives and GPs.



# What do we provide?

**Parenting and family support**, including outreach work and relationship support  
Provision of integrated support in response to identified strengths and risk factors within individual families.

**Links with specialist services** for families where there are the most complex health or social care needs (eg disabled children, children with major health difficulties, or children likely to be “in need” or where there are safeguarding concerns as in the Children Act 1989)

# How well do we know our area?

- Community Audit
- Visiting pre-schools
- Our partners in Health, Social Services, Education, Libraries, Leisure centres
- Local toddler groups and churches
- Questionnaires and outreach by FSOWs
- Parent Support Advisors
- Data
- Parents' Forum
- Steering Group

# Who are the most in need?

Children's Centres target need in two ways:

1. Economic Deprivation
2. Priority, excluded or 'Hard to Reach' Groups

# Reaching the children in the most deprived LSOAs

To know whether we are being effective, we need to know:

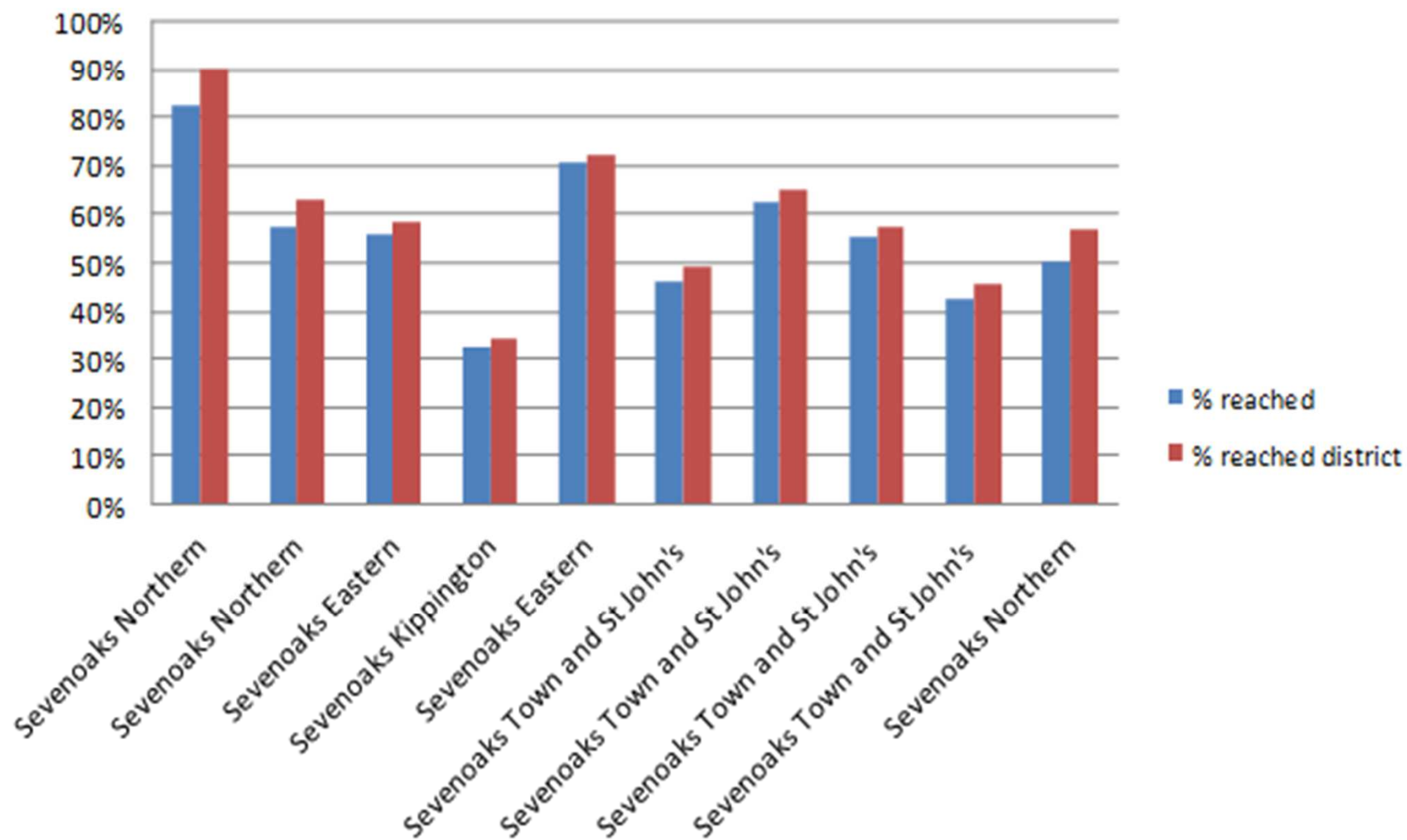
1. **Where** are our most deprived LSOAs?
2. **Who** we have reached in those areas?
3. **How** we can reach more children in these areas?

# Where in Spring House catchment?

- For Spring House we focus on any LSOA that is at or under 70 on the index of multiple deprivation (IMD).
- The most deprived LSOAs in Sevenoaks are:
  - Sevenoaks Northern E01024465 59.62
  - Sevenoaks Northern E01024466 65.37
  - Sevenoaks Eastern E01024460 70.98



## Spring House % reached in the past year ranked in order of IMD (lowest first)



# Where in Merry Go Round catchment?

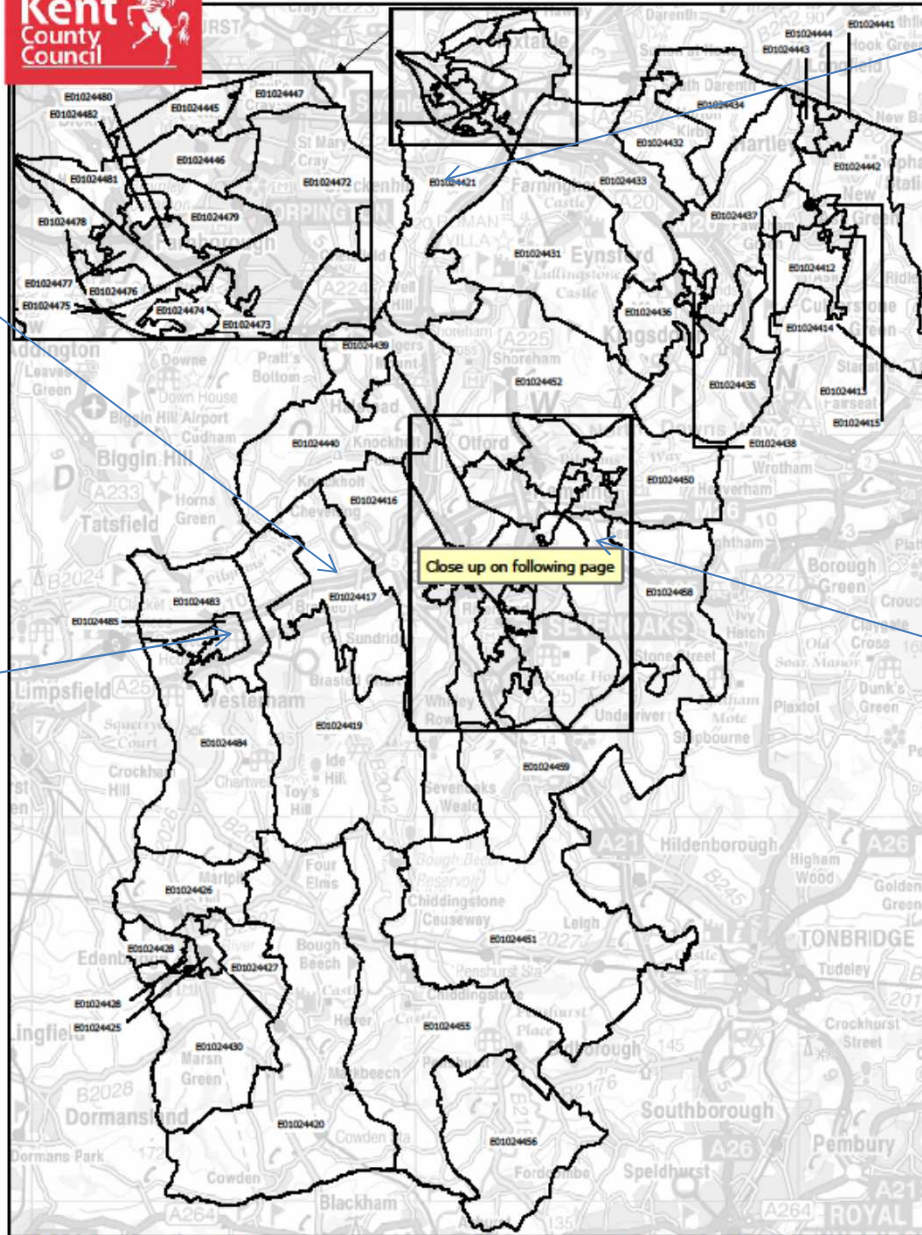
- The most deprived LSOAs in MRG catchment are:

– Westerham and Crockham Hill	E01024485	55.30
– Seal and Weald	E01024457	58.25
– Brasted, Chevening and Sundridge	E01024417	63.69
– Crockenhill and Well Hill	E01024421	65.85





### Sevenoaks District with LSOA



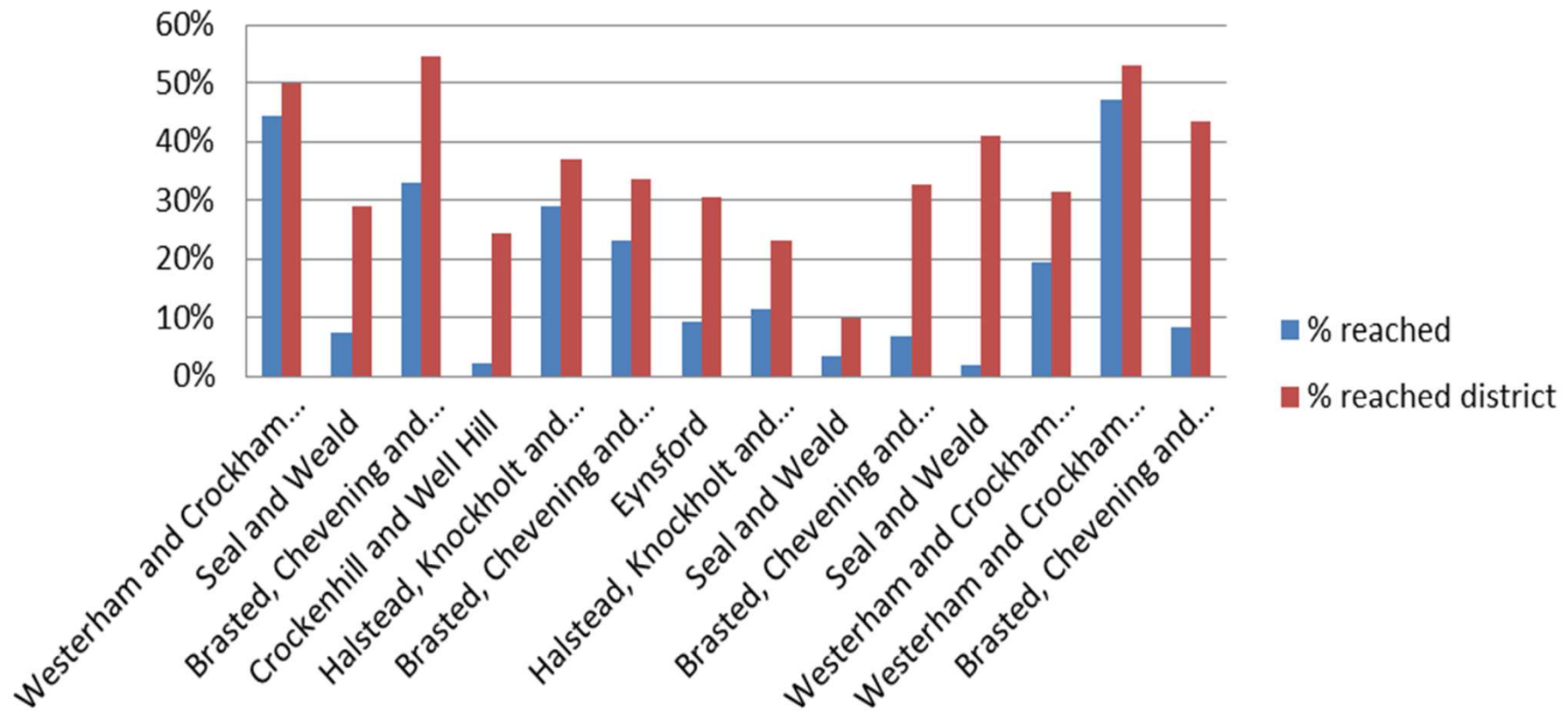
3rd Most deprived  
Sundridge  
63.69

4th Most deprived  
Crockenhill  
65.85

Most deprived  
Westerham  
55.30

2nd Most deprived  
Seal  
58.25

## Merry Go Round % reached in the past year ranked in order of IMD (lowest first)



# **What we do to reach these families**

**We have a number of strategies including:**

- Setting up outreach groups in these areas.**
- Working alongside existing groups and professionals so that they can refer vulnerable families.**
- Leafleting these areas.**
- Sending our newsletter to families who have registered with us but do not access our services.**

# Hard to Reach Groups

- Hard to Reach groups are defined as:
  - Teenage parents
  - Black and Minority Ethnic groups
  - Disabled carers
  - Disabled children
  - Lone parents
  - Children in workless households
  - Fathers (although this is lower priority)

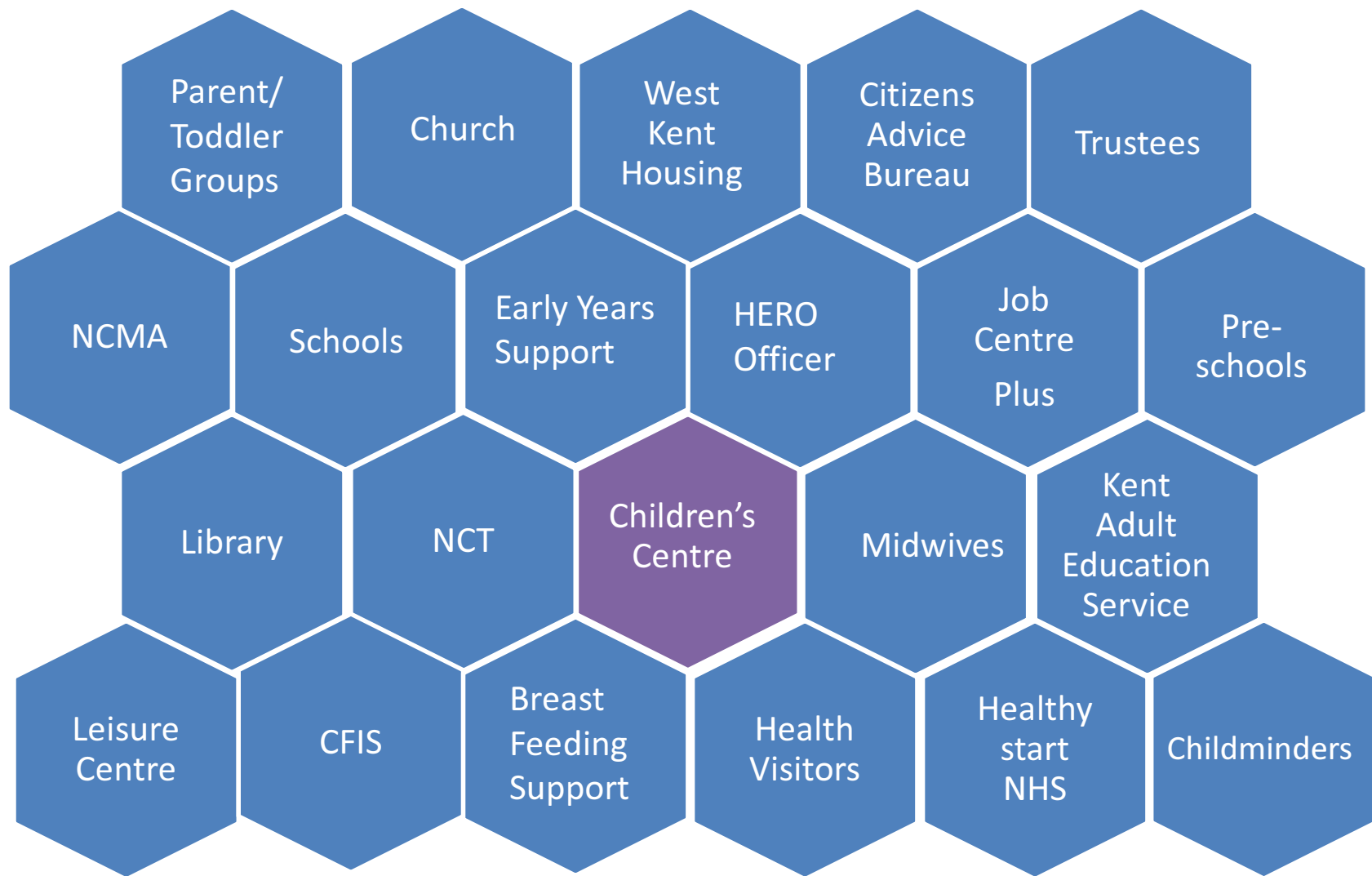
# How do we collect information?

- Information on hard to reach families is collected through:
  - Registration at the new birth visits (see form)
  - Referrals by our partners in health, social services, community groups
  - Our own outreach
- This information is inputted onto e-start so that we can monitor reach for these groups.

# Targeting

- We target our support to these families in the following ways:
  - Through developing groups such as Mini Bilinguals and the Portage group
  - Providing support through the HERO officer provision
  - Leading and working with other professionals on CAFs
  - Providing targeted courses such as ‘Parents Towards Employment’ and ‘Incredible Years’
  - Offering support through initiatives such as ‘Free for 2’ nursery provision.





**Working together  
to give children the best  
start in life**