

# LONDON BOROUGH OF CROYDON

<b>REPORT:</b>	<b>Health and Wellbeing Board</b>	
<b>DATE OF DECISION</b>		
<b>REPORT TITLE:</b>	<b>Family Hubs and Start for Life Grant</b>	
<b>CORPORATE DIRECTOR / DIRECTOR:</b>	<b>Shelley Davies</b> Director of Education	
<b>LEAD OFFICER:</b>	<b>Carolyn Castle</b> Interim Early Help Transformation Lead	
<b>LEAD MEMBER:</b>	<b>Cllr Maria Gatland, Lead Member Children, Young People and Education</b>	
<b>DECISION TAKER:</b>	<i>For information.</i>	
<b>AUTHORITY TO TAKE DECISION:</b>		
<b>KEY DECISION?</b> [Insert Ref. Number if a Key Decision]  <i>Guidance: A Key Decision reference number will be allocated upon submission of a forward plan entry to Democratic Services.</i>	[Yes] or [No]	N/A
<b>CONTAINS EXEMPT INFORMATION?</b>  <i>(* See guidance)</i>	[YES] / [NO]	Public
<b>WARDS AFFECTED:</b>	<b>All</b>	

## **1 SUMMARY OF REPORT:**

- 1.1 Family Hub and 'Start for Life' grant assigned to Croydon by the Department of Education overview.

## **2 RECOMMENDATIONS:**

- 2.1 For the reasons set out in the report The Health and Wellbeing Board is recommended:

*To support the provisional approach within the 'Family Hub and Start for Life' grant*

## **3 REASONS FOR RECOMMENDATIONS:**

- 3.1 The development of Family Hubs will present opportunity to reshape services for Croydon's babies, children and young people 0-19yrs (25yrs for SEND) with a 'Start for life' offer at their core. The Family Hub approach encompasses the delivery of support from designated 'hub' buildings, outreach spaces alongside a robust virtual offer.
- 3.2 The transformation of our early help model with universal advice, guidance, and support in one place and easily accessible and developed with and for our families.

## **4 BACKGROUND AND DETAILS:**

### **4.1 Context:**

Croydon is one of 75 LAs eligible for to receive a share of the Family Hubs transformation funding (£81.75m total) alongside funding to support the delivery of a 'Start for Life' offer (£220m) for pre-birth to 2 years, including parenting and home learning provision for preschool children and families, parent infant relationship support, perinatal mental health support, infant feeding and the establishment of Parent Carer Panels alongside the publication of a 'Start for Life' offer.

A formal funding application was submitted to the DFE on 31<sup>st</sup> October 2022 and a Memorandum of Understanding was received on 10<sup>th</sup> January 2023. The first tranche of funding will be released following receipt of the signed MOU.

### **4.2 The Family Hub Model:**

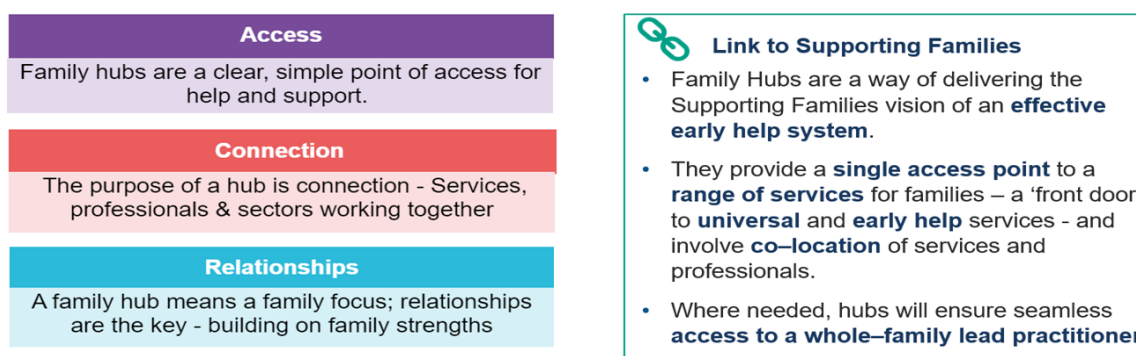
The development and implementation of Family Hubs requires whole system change and presents an opportunity for Croydon to demonstrate its commitment to improving outcomes for all children, young people and their families. This delivery model provides a "front door" to universal services for all families with very young children and providing a gateway to services for older children, young people (up to 25 with SEND) and their families.

Family Hubs will bring services together under a single 'branding' which is attractive, accessible to and recognised by children, young people and their families within their

local community. The development of a Family Hub approach will enhance and strengthen existing partnership arrangements, whilst supporting new alliances to be forged. This delivery model is underpinned by and reliant upon a commitment to changing that way in which partnerships are created and sustained, particularly with community, voluntary and faith sector organisations and families who may typically be 'underserved' through current universal delivery arrangements.

To ensure the sustainability of Family Hubs, there will be significant focus on workforce development activity within the transformation period (2022-25). The development of a competence framework for all Family Hub practitioners will inform the scope and focus of ongoing learning and development. There will be a strong focus on developing 'whole family' approaches and embedding these across the early help practice system and beyond.

The establishment of effective data sharing arrangements and local service planning (to meet both population and individual family need) will also form a key priority within the implementation of Family Hubs.



### 4.3 Funding and Leadership

Croydon has made a commitment to delivering Family Hubs, integrating the current children's centre (hub and spoke) model and utilising alternative funding streams from 2023/24 thereby releasing £1.3m general fund as council savings. The transformation funding and Start for Life funding does not replace funding for direct delivery of services.

Whilst the indicative funding volume for Croydon has yet to be confirmed, the full programme requirements as set out within the Delivery Plan must be met within the required timescales and fully operational by March 2025. The development period demands a relatively short turnaround. We are currently within 'Year 1' of the transformation phase. The shift to a Family Hub model represents a whole system transformation. The programme will be at risk if sufficient resource and funding is not secured to enable this.

The leadership and governance of this work programme requires approval to establish a 'programme team' which will drive forwards the coordination and focus on all aspects of outcomes-based planning and delivery. Whilst funding is available to procure additional programme resource (through staffing appointments), interim arrangements and capacity will be required during the initial phase of delivery planning

and mobilisation. Within this, it will be important to ensure full partnership representation across the various work strand areas.

#### 4.4 Family Hub Services

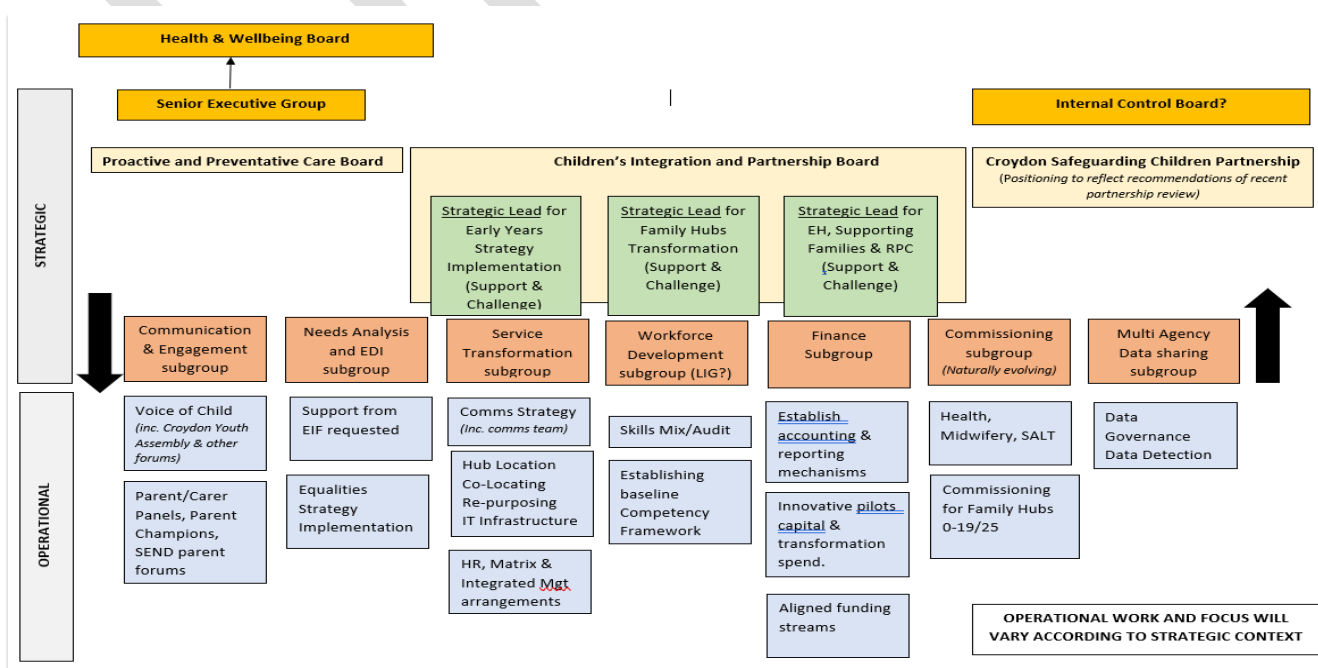
Although not exhaustive, the range of potential services which may be future accessible via Family Hubs are outlined below:

Activities for children aged 0-5	Mental health services (beyond Start for Life parent-infant mental health)
Birth registration	Midwifery/maternity
Debt and welfare advice	Nutrition and weight management
Domestic abuse support	Oral health improvement
<b>Early Language and the Home Learning Environment</b>	<b>Parent-Infant Relationships and Perinatal Mental Health Support</b>
Early Childhood Education and Care (ECEC) and financial support (Tax-Free Childcare, Universal Credit childcare)	<b>Parenting Support</b>
Health Visiting	Reducing Parental Conflict
Housing	SEND support and services (inclusive of the Start for Life period)
<b>Infant Feeding Support</b>	Stop smoking support
Intensive targeted family support services, including those funded by the Supporting Families programme	Substance (alcohol/drug) misuse support
Local authority 0-19 public health services, based	Support for separating and separated parents

(Start for Life services in bold)

#### 4.4 Governance

The proposed governance structure for Family Hubs is reflected as below



Elements of the Family Hub delivery model reflect and compliment work across Croydon's Early Help Partnership Board, Croydon ICB and One Croydon Alliance (Health and Wellbeing Strategy and Health and Care Plan) and Integrated Community Networks (ICN+).

The Child Health Clinical Strategy development, Early Years Strategy implementation, Supporting Families Programme, Reducing Parental Conflict offer and Safer Croydon Partnership each have associated work programmes which are frequently interlinked. Therein, presents the opportunity to incorporate requirements for Family Hubs development into these strategic areas.

Acknowledging potential overlap of existing workstreams there is a need to streamline our Family Hub approach, first through a review of internal governance arrangements (across the CYPE directorate) with a future proposal to develop a Children's Integration and Partnership Board encompassing representation from the Integrated Care System (ICB, primary care and CHS) and VCS. Membership of this board will bring senior oversight of Family Hub outcomes for children and young people, alongside other strategic work areas with authority to hold partners to account against delivery of agreed plans/priorities.

It is proposed that in the short term, pending the formation of a Children's Integration and Partnership Board, Croydon's current Early Help Partnership Board could be re-purposed (through revisions to its current TOR's and membership) to oversee the implementations of the Family Hubs Delivery Plan. Potential revisions to EHPB membership may be required to ensure sufficient representation and seniority of leadership required for strategic decision-making.

## **5 ALTERNATIVE OPTIONS CONSIDERED**

### **5.1 None**

## **6 CONSULTATION**

### **6.1 Consultation has taken place with a range of key partners, including our statutory services such as health visiting and midwifery, the VCS, schools and the Early Years sector. We used briefings, established meetings and dedicated workshops as a way to consult our partners. A partnership briefing events was held on 15<sup>th</sup> September 2022 attended by 73 delegates. Views have been incorporated within the final programme sign-up form.**

## **7 CONTRIBUTION TO COUNCIL PRIORITIES**

### **7.1 CYP Directorate Plan –**

### **7.2 Whilst not explicit within Mayor priorities and Mayors Plan, there is endorsement for family Hubs and the Early Years Strategy of which much implementation activity will also be delivered through the Family Hub development.**

## 8 IMPLICATIONS

### 8.1 Financial Implications

The indicative grant due to be received into the Local Authority is between £4.1m and £4.468m over 3 years. Funding for year 1 will be received once the (MOU) has been signed.

Indicative Funding model over the 3 years of the delivery. The table below outlines the proposed use of the grant as stipulated by the DfE within the terms of the grant allocation.

There is no expectation for the Local authority to match fund this grant or to allocate any general fund budget to this. After the 3 years there is an expectation that our services and funding streams will be aligned to the Family Hub Model with shared resources including budgets. There is nothing in the grant in relation to expectation of any budgets being assigned to this model from the general fund.

The DfE are aware of the Council's financial situation.

Strand	%	Indicative funding for each strand 2022-2023 £1,112, 000	Indicative funding for each strand 2023-2024 £1,830,000 - £1,959,000	Indicative funding for each strand 2024-2025 £1,526,000 - £1,628,000
Family Hubs Programme Spend	19%	£2,112.80	£347,7000 - £372,210	£298,940 - £309,320
Family Hubs Capital Spend	5%	£55,600	£91,500 - £97,950	£76,300 - £81,400
Parenting Support	17%	£189,040	£311,100 - £333,030	£259,420 - £276,760
Home Learning Environment	9%	£100,080	£164,700- £176,310	£137,340- £146,520
Parent-Infant Relationships and Perinatal Mental Health	32%	£355,840	£585,600 - £626,880	£488,320 - £520,960
Infant Feeding Support	15%	£166,800	£274,500- £293,850	£220,900 - £244,200
Publishing Start for Life Offers and Parent Carer Panels	3%	£33,360	£54,900 - £58770	£45,780 - £48,840

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