



Croydon Best Start

a multi-agency model for improving universal and early intervention services for children from conception to aged five and their families so that

every baby, child and young person is equipped with social and emotional skills and resilience to improve their life chances, enabling them to realise their potential





Children's centres in Croydon

Local authority has a sufficiency duty to deliver children's centres

Core purpose:

- child development and school readiness
- parenting aspirations, self esteem and parenting skills
- child and family health and life chances
- 9 lead centres with network of centres/access points
- 12,000 families visit centres
- 1,000 referrals p.a. to Family Engagement

Partnering support more vulnerable families



Health visiting and midwifery services in Croydon

Deliver the evidence based Healthy Child Programme supporting parents-to-be and parents through checks, advice and support at key stages of development

- 500 new births every month
- high level of safeguarding cases held
- Family Nurse Partnership > 100 young mums & dads
- all work as part of Family Engagement Partnership
- low immunisation rates
- high rates of obesity & A & E attendance <5's
- childhood asthma of concern



Early Years and wider community

Local authority has a childcare sufficiency duty for 40% 2 yr & 100% 3,4 yr olds

47 pre-schools; 99 day nurseries, 472 childminders, 6 nursery schools, 60 nursery classes and 124 reception classes.

- 48% of children attained a good level of development (52% nationally) at end of reception
- developing into Early Learning Communities to bring together and support providers to improve quality
- voluntary sector, community and faith groups offer significant resource – families/settings need





Croydon as an Early Intervention Place

- nominated by Early Intervention Foundation as one of the first 20 Early Intervention Places in England
- committed to shift of resources from late reactive services to more positive capacity building early help
- evidence based programmes, practice and systems
- whole system, whole family and one workforce
- early years integration as one of our agreed



Evidence

- the bond that children develop with their parents, particularly as babies and toddlers, is fundamental to their flourishing, children without secure parental bonds are more likely to have behaviour and literacy problems
- a child's development score at 22 months is an accurate predictor of educational outcomes when they are 26
- evidence based programmes in the early years can offer a return between £2.90 and £13 for every £1 invested



The imperatives to developing a new model

- increasing population and increasing deprivation
- under 5's more deprived than 5-19 age group
- under 1's most vulnerable in terms of safeguarding
- 40% of 2 year olds in good quality childcare
- commissioning of health visiting coming into council
- synergy of <5's services –commissioning efficiencies
- motivated workforce attracted to work in Croydon
- build on GP clusters and early years networks
- efficiencies reinvested to meet unmet demand
- Ofsted demands of early years & children's centre
- the economic case of investing early





Croydon Best Start Design Principles

- designed and delivered in partnership with parents and communities
- builds on the work of partners through the Primary Prevention Plan
- commissioned in the context of an integrated outcomes framework for conception to 5
- builds on lessons learnt from previous consultation and engagement





What is new in the Croydon Best Start model?

- Co-designed by parents – central to its development
- Co-delivered by parents through peer to peer and being part of the governance structure
- Driven by function not professional demarcation
- Single workforce – joint training, supervision
- Integrated outcomes framework





Developing an outcomes framework

i) parents-to-be, parents and the extended family network are confident that they can support themselves and access the services they need, when they need them

This would mean that:

- parents are co-designers with an engagement model in place that continues throughout the design and implementation period
- parents and communities are co-deliverers through peer to peer
- an asset based approach is used that builds the capacity of the community and moves away from a deficit model





ii) babies and children are thriving, learning and developing with good quality learning opportunities at home and outside and through accessing high quality childcare

This would mean that:

- parents are recognised as their child’s first teacher, seen as equal partners by early years settings and supported to enjoy being involved in their children’s learning
- children’s learning is made visible at home, in the community and in settings

iii) parents-to-be and parents feel confident about their parenting and care for their baby and young children because there is a seamless service for children under five and their families

This would mean that:

- the model builds family capacity and prioritises early intervention and prevention
- a think family approach is taken to that the wider needs of siblings and adults
- all partners ‘make every contact count’





iv) parents-to-be and parents who need extra help get the services they need to overcome their problems as soon as problems emerge

This means that:

- the expertise of all practitioners is used appropriately so that activities are based on skills and expertise rather than professional status
- all services are considered contributors to Croydon Best Start
- evidence-based programme, practice and systems in place

v) practitioners across health, children's centres, the community and voluntary sector



Potential gains from a re-modelled service

- seamless service for parents that gives them a sense of control over their own lives
- single point of contact for families & more confidence in accessing wider range of services
- savings to be reinvested to improve frontline capacity
- reduction in take up of later statutory services
- cost benefit analysis to identify and improve efficiency and to evidence impact



July – October 2014

- Parent co-design groups set up
- engagement of wider stakeholders
- develop options and consult on best fit
- develop integrated outcomes framework

Subject to cabinet decision

November 2014 (post cabinet) - March 2015

- reshaping children's centre services & early years services
- commissioning of Early Years Teaching School (if agreed)
- voluntary sector and parent led service design panels continue



What is required next?

- open to a new model that delivers improved outcomes and efficiencies
- release of resources/time to the redesign
- commitment to parents as co-designers and co-producers
- engagement in modelling using Cost Benefit Analysis
- support in the development of an integrated outcomes framework
- officer time if successful DCLG expression of

