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Executive Summary

Our goal is to make Staffordshire one of the best places for children, young people and families to live and grow up.

We want to bring everyone together to make sure that Staffordshire is a place where families feel supported, valued and happy so that our children have the best start in life.

Most people in Staffordshire are healthy, happy and can enjoy life. We play a big role in this and are proud of what we do to support our communities.

2017-2018 has been an incredibly positive and pro-active year for Staffordshire’s Families Strategic Partnership. We have put actions in place that help partners improve support for families at their earliest point of need, by implementing our Early Help strategy; we have developed and brought to life a new and innovative way of working together in local areas to better support children and families by taking a ‘Place Based Approach (PBA)’; not forgetting the incredible impact that our ‘Building Resilient Families and Communities’ (BRFC) initiative has had on over 3,724 troubled families in Staffordshire.

Reflecting on our successes allows us to put our best foot forward as we enter into 2018-2019.

We have built a strong partnership that is capable of addressing the challenges we face. It is important that we continue to utilise this and accelerate our joint response in order to manage demand and provide a sustainable offer for the future, against a backdrop of ever diminishing resource.

The success of the partnership today and continued success tomorrow is our joint responsibility.

This report highlights some of our achievements from the last year as we continue to pursue our joint purpose. This is only the beginning; we hope to build on the successes achieved to date.

Helen Riley
Chair of the Family Strategic Partnership Board

Glynn Luznyj
Vice Chair of the Family Strategic Partnership Board
Introduction
The Families Strategic Partnership (FSP) is made up of a Families Strategic Partnership Board (FSPB) that is supported by a Families Partnership Executive Group (FPEG). The FSP reports into the Health and Wellbeing Board (H&WBB) and works closely with the Staffordshire Safeguarding Children Board (SSCB). The partnership was formed in Autumn 2015 and has continued to go from strength to strength.

All activities commissioned by the partnership has ‘improving outcomes for children, young people and families’ at the heart of all that it does and partners work in a true collaborative manner to deliver the Strategy.

The Strategy, Outcome Framework and the Delivery Plan were developed with partners based on a Joint Strategic Needs Assessment (JSNA) and through 1:1 interviews and workshops between the FSPB and FPEG.

The outcomes identified are measureable and designed to monitor progress against the three high level outcomes of the Children and Families Strategy, that children and families are happy and healthy, feel safe and belong, achieve and contribute.

An overview of Staffordshire’s current performance figures can be found on the interactive dashboard. This is the first FSP Annual Report that details progress to deliver the strategy.
Summary of Achievements
Early Help Strategy Implementation

The Staffordshire Safeguarding Children Board's (SSCB) Early Help Strategy encourages all partners to work together to support the needs of children and families at the earliest possible opportunity, to prevent issues escalating to a point where statutory services are required.

Prevention and early intervention are key to help families’ live safe and happy lives. Working locally with partners to spot issues early and address the root causes of problems means we can help families sooner and provide them with the support and tools they need to move forward in a positive way.

Over the last 12 months the Early Help Steering Group has:

- Sought to ensure that the development of Earliest and Early Help is intrinsic to the implementation of the locality focused PBA work.
- Started to create an evidence bank of Earliest Help case studies demonstrating the breadth of work being undertaken by partners to reduce and prevent escalation of need and demand.
- Recommissioned the Child Health and Wellbeing, Early Years Coordination Service and Family Support Contracts (0-19s) to include Earliest and Early Help, and embed the principles of the BRFC Programme.
- Initiated the development of an awareness raising Earliest Help video supported by Burton and South Derbyshire College staff and students.
- Taken responsibility for mainstreaming the BRFC (Troubled Families) model into the wider Children and Families System and has successfully applied for Earned Autonomy funding from DCLG to support this element of system transformation.

Summary of Achievements

- Broadened the approach in Staffordshire to include and emphasise the importance of Earliest Help, aligned to the equally crucial, more formal Early Help support offer.
- Developed an Early Help Strategy Performance Framework to aid partners in assessing the difference made against key local priorities.
- Refreshed and simplified the Early Help Assessment (EHA) documentation and supporting processes following feedback from OFSTED.
- Used the Department for Communities and Local Government (DCLG) Maturity Matrix work strands as the basis for our Implementation plan, thereby ensuring key practices and principles are embedded across the partnership by 2020.
Both Early Help and the PBA seek to support and enable individuals, families and communities to be self-sufficient and resilient utilising community-based services. This is in the knowledge that when significant need is highlighted, support can be swiftly deployed to avoid (where applicable) escalation to higher tier services.

It has been recognised that support does not necessarily have to be provided by the public sector, but digital responses (e.g. self-help tools) and voluntary, community and social enterprise organisations are capable of providing high quality earliest help and support which enables individuals and families to stay out of formal children’s social care services. It is also important that post intervention, individuals and families are connected to local community-based support networks that enables the transformation they have experienced to have longevity.

A key area for further development for next year is a recognition of the value businesses can bring. Many companies recognise that they have a corporate social responsibility and seek to deliver this locally within the communities that they are part of. There are untapped opportunities around earliest and early help that are part of our plans for the coming year.
Place Based Approach

Families that need help tell us they don’t want to be in ‘systems’ or ‘services’. Families want to be supported by their friends, families and in their communities to deal with the day-to-day challenges they face. PBA supports this aspiration whilst also ensuring there is a clear pathway to access safeguarding services should the need arise.

Through engagement with a range of stakeholders, it was acknowledged that a high level definition, principles and approach was required to ensure consistency across Staffordshire. It was also recognised that the delivery model for PBA will vary between Districts and Boroughs based on local needs and resources. Partners have now agreed the following working definition for PBA:

“A collaborative approach using the right resources (multi-skilled teams, universal services, voluntary sector, communities, etc.) at the right time to improve outcomes for children, young people, families, vulnerable people and communities in an identified locality.”
Building Resilient Families and Communities (BRFC)

The original purpose of the BRFC initiative was to help parents get into employment, help children get back to education and to reduce involvement in criminal and anti-social behaviour. Now BRFC deals with a wider range of problems including domestic violence, debt, poor health and children who are at risk of being taken into care.

The Troubled Families Programme funding from the Government has been used in Staffordshire to deliver service reform and sustained outcomes for families. Its success has led to a 'whole family' way of working being adopted across children’s services, the police and housing.

BRFC have so far engaged with 3,724 families as part of phase 2 of the Troubled Families programme; this represents 80% of our agreed 5 year target of working with 4,680 families. Of those families worked with, so far 890 families have achieved their outcomes.

Earlier this year, we found out that the partnership has been awarded nearly £5 million Earned Autonomy Funding from the Ministry of Housing, Communities and Local Government. The £5 million investment will allow the partnership to invest in information sharing and developing integrated working to improve early intervention and manage demand on services.

Find out about how our BRFC work really makes a difference to families through one of our real life case studies.
The Smith family have three children, and the parents have been unable to get jobs. The family’s benefits were capped, and they struggled to live, resulting in non-payment of rent. The family soon received an eviction notice due to their increasing rent arrears.

This is when a Troubled Families Employment Advisor stepped in to help the family with money management advice, in partnership with Citizens Advice and a dedicated Family Intervention Project (FIP) worker. When the Troubled Families Employment Worker met the family they had no benefit for 4 weeks and no entitlement to housing benefit due to the family making a claim too late. Their housing arrears had by this point risen to around £2,700 and the eviction case was due in court two days later.

A Troubled Families Employment Advisor worked with the family and helped them to get their immediate financial situation in order. The Troubled Families Employment Advisor also acted as an advocate for the family with the Benefit Delivery Centre to explain the family’s dire situation and her fear of them and their children being evicted from their home. This helped the family’s claim process quickly.

A FIP worker accompanied The Smiths to their court hearing which resulted in the hearing about the eviction being adjourned, allowing the family time to prove themselves, engage with the money management advice service, budget their finances and pay their rent again.

As a result of Staffordshire’s partnership working, the family were saved from eviction, got their finances in order, were supported in court and are able to live a safe and happy life independently.
Here & Now

District Delivery

- Building community capacity & connecting communities & individuals, enabling an improved community offer within the community
- Developing mechanisms & protocols which enable intelligence led approach to performance frameworks, solution design & outcomes monitoring

Intelligence

- Developing mechanisms & protocols which enable intelligence led approach to performance frameworks, solution design & outcomes monitoring

Root Cause

- Through “Intelligence” analysis Root Cause issues can be identified & solutions developed

New Solutions

- With a full picture of what’s available and understanding of the Root Case, “New Solutions will be aligned to other similar initiatives such as Multi-Agency Risk Assessment Conference (MARAC) and STP ‘Prevention through Wellness’.

Rollout Timescales

Initial District Engagement

- 1 - 2 months from initial engagement

District PBA Governance Established

- 2 - 3 months from initial engagement

“Here & Now” and “Earliest Help & IAG” Groups established and “Intelligence” being gathered

- 6 months + from initial engagement

“Root Cause” Issues being identified

- 6 months + from initial engagement

New Solutions
Integrated Commissioning

An evaluation of existing Integrated Commissioning arrangements have evidenced areas of good practice that have happened organically, usually when individuals/organisations have identified opportunities to collaborate and deliver improved outcomes as well as achieve value for money.

The FSP are working closely with District and Borough Council partners to broker localised intelligence and information around housing and benefits, to be shared so that the partnerships can make more informed decisions round their areas of need/gaps.

Development of Personal, Social, Health and Economic (PSHE) Education Support Package for Schools

The FSP are working with schools, colleges and all education providers to ensure that the wide variety of PSHE subject areas is taught by schools and is of a high standard, co-ordinated and targeted according to need. We are working with schools to identify need and gaps for this work area.

Emotional Wellbeing

The 2017 Children’s Joint Strategic Needs Assessment (JSNA) provided a high-level summary of evidence to support commissioners. Following a prioritisation exercise of the JSNA the FSPB and H&WBB agreed to undertake a more in-depth assessment on emotional wellbeing and mental health which would focus at the lower end of the spectrum to complement the work done by Clinical Commissioning Groups.

The evidence base will also support the development of the Children and Young People’s Emotional Wellbeing Strategy.

Children and young people’s emotional wellbeing impacts upon every area of their lives, from their education, their relationships with friends and family, to the choices they make in life every day. Children and young people with good emotional health are better able to learn, participate and achieve their potential in life; good mental health is also important for good physical health.

Research suggests that:

- 1/2 of all mental health problems are established by age 14.
- 75% of mental health problems are thought to affect around 1 in 10 children aged 5 to 16 before the age of 25.
- Mental health problems are thought to affect around 1 in 10 children aged 5 to 16.

As they grow up children and young people may have experiences that impact on their emotional wellbeing and mental health. Most are able to cope by themselves or with the support of a friend and family, while others may need some extra help. There are also certain social, economic and environment risk factors that mean some children and young people are more likely to experience poor emotional wellbeing. These include: living in poverty, living in care, losing a parent as a child, having parents who separate, having a parent with mental health problems or substance misuse, being bullied, being a young carer, youth offending or other adverse childhood experiences and events.
Early findings from the research suggest that:

One in four children in Year 7 (aged 11-12) have emotional wellbeing issues such as anxiety, bullying, low self-esteem, low mood, sleep problems, anger, parental separation and recent bereavement.

12% of 15 year olds in Staffordshire reported low life satisfaction.

Over half of children aged 15 have experienced bullying.

One of the common reasons for referral for support to school nursing teams is for emotional health issues.

Referrals to specialist services are increasing.

Further work is currently being done to collect views and experiences from both children and young people and practitioners. On completion, the research will be shared with the FSPB and H&WBB and will inform provider and commissioning activity in the future.

The Staffordshire and Stoke-on-Trent Local Transformation Plan for Children and Young People’s Mental Health was updated in October 2017. Key achievements include:

- Engagement with young people
- Improved access – more young people being seen and reduced waiting times
- Eating Disorder access standards met
- Improved crisis support
- Participation in Mental Health Services and Schools Link Project

Work has commenced to deliver a new Emotional Wellbeing Strategy in 2018, including consideration of the thrive model.
Staffordshire Space

Space, commissioned by the Office of the Police and Crime Commissioner, focuses on reducing reported levels of youth related anti-social behaviour and low level criminality, whilst at the same time promoting personal, health and social development, team building and new experiences through a range of diversionary activities. Its approach is supported by a range of statutory, partner and voluntary sector agencies, aided by the private sector and has historically operated throughout the school summer holiday break in August.

Now three years on, Space is going from strength to strength with over 18,000 attendances by local young people.

Anti-Social behaviour levels are down 37% compared to the same period last year. First time entrants into the youth justice service has also decreased by more than half (57%) between 2010 and 2016. This has no doubt been impacted by the Space Scheme.

Parents, guardians, carers and young people all have confidence in, and support the programme.

*Space delivery is made up of a Universal and Targeted offer with the latter focussed on areas identified as a hotspot for youth ASB alongside young people identified as being within a targeted cohort, such as the Youth Offending Service or Looked After Children.*

You can visit the [Space website](#) or view a [full evaluation of the Space (2017)](#) programme.

Families Strategic Partnership Newsletter

The FSP have worked together to produce an email [newsletter](#) that is shared with key stakeholders across the partnership working on the children and families agenda. The first newsletter focused on Early Help and the second one on PBA.
Voices of Children, Young People and Families
Following a partnership workshop in April 2017, the need for better coordination of consultation and engagement with Voices of Children, Young People and Families was clearly identified, as well as a greater understanding of what opportunities and support were already in existence.

A partnership steering group met for the first time in January 2018 to finalise the strategic plan and agree Terms of Reference. Overarching objectives include:

- A consistent, qualitative approach to Children and Families Voice
- Coordinated approach across the partnership avoiding duplication and maximising efficiencies
- Ensuring that the FSP priorities reflect the views of local children, young people and families

**Key Achievements**

- Young people in Staffordshire participated in the national 2017 Make Your Mark survey commissioned by the UK Youth Parliament with a 122% rise in engagement from 2998 to 6648 votes.

- On 10th November 2017, members of Youth Parliament participated in a debate at the House of Commons discussing the top 5 issues nationally identified from the Make Your Mark survey.

- 80 young people from across Staffordshire engaged in a debate in November focusing on the top 5 local issues.

- Staffordshire’s results were presented to the FSPB/FPEG. In February 2018, partnership representatives from the FSP met with young people to discuss the survey results and identify key opportunities to work together.

<table>
<thead>
<tr>
<th>Key Issue</th>
<th>Votes</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Curriculum for life</td>
<td>1074</td>
<td>16.16%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>952</td>
<td>14.32%</td>
</tr>
<tr>
<td>Votes at 16</td>
<td>805</td>
<td>12.11%</td>
</tr>
<tr>
<td>Transport</td>
<td>752</td>
<td>11.31%</td>
</tr>
<tr>
<td>Work experience hubs.</td>
<td>742</td>
<td>11.16%</td>
</tr>
<tr>
<td>LGBT rights</td>
<td>683</td>
<td>10.27%</td>
</tr>
<tr>
<td>First Aid Education</td>
<td>650</td>
<td>9.78%</td>
</tr>
<tr>
<td>Support for Young Carers</td>
<td>349</td>
<td>5.25%</td>
</tr>
<tr>
<td>Make the invisible visible</td>
<td>336</td>
<td>5.05%</td>
</tr>
<tr>
<td>Protect school budgets</td>
<td>305</td>
<td>4.59%</td>
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Performance Summary
The Family Strategic Partnership Board (FSPB) has developed an outcomes framework to monitor progress against the Children and Families strategy and delivery plan.

The indicators are grouped under the three strategy outcomes: being healthy and happy, feeling safe and belonging, and achieving and contributing alongside a small number of overarching health and wellbeing outcomes.

You can view the Children’s Outcomes Framework on the Staffordshire Observatory website.

The Children’s Outcomes Framework currently provides data that is routinely available. Data sources for some of the other indicators are yet to be developed. The quarterly outcomes reports will therefore continue to evolve.

Trend and district level information will sit within the H&WBB detailed outcomes report which is produced on a quarterly basis and will also be available through interactive dashboards at a district level.

These reports will form key components of the JSNA evidence base for Staffordshire.

Performance against indicators are summarised into whether they are a concern for Staffordshire (the indicator performs worse than the national average), are of some concern (similar to the national average or trends have been going in the wrong direction over a period of time) or are little of concern (where the performance is better than England).
**Outcome Framework - April 2018**

<table>
<thead>
<tr>
<th>Summary</th>
<th>Concern: Performance worse than England</th>
<th>Some Concern: Performance similar to England</th>
<th>Little Concern: Performance better than England</th>
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| **Being healthy and happy**   | Infant mortality rates in Staffordshire are worse than average and a number of associated indicators remain a concern. Excess weight in children aged four to five is higher than average; unplanned admissions to hospital for long-term conditions and self-harm for children and young people are also higher than average. | - Infant mortality  
- Smoking in pregnancy  
- Breastfeeding rates  
- Children with excess weight  
- Unplanned hospitalisation for long-term conditions  
- Hospital admissions as a result of self-harm (10-24 years) | - Child mortality rates  
- Low birthweight babies  
- Smoking prevalence in 15 year olds  
- Under 18 alcohol-specific admissions  
- Teenage pregnancy  
- Emotional wellbeing of looked after children | - Childhood vaccination coverage  
- Tooth decay in children  
- Proportion of children identified as having social, emotional and mental health problems |
| **Feel safe and belong**      | Generally indicators for this outcome are on par with the national average; however some children as a result of being in the Children’s System often have poorer health and wellbeing outcomes. | - Referrals to Children’s Social Care  
- Early help assessments  
- Children in need, child protection plans and looked after children  
- Children aged under 16 who are killed or seriously injured on the roads  
- Young people aged 16-24 who are satisfied with area as a place to live  
- Reoffending rates for juveniles | - Unintentional and deliberate injuries  
- First time entrants to the Youth Justice System | - |
| **Achieve and contribute**    | Provision at early years and children who are deemed ready for school are better than average; overall educational attainment is also similar or better than average but falls off by the time children reach 16; there is also considerable inequalities in attainment, for example children receiving free school meals have considerably lower attainment rates. | - Children attending schools that were rated good or outstanding  
- 16-17 year olds not in education, employment or training or whose activity is not known | - Worklessness households  
- GCSE attainment | - Children in poverty  
- Children benefiting from funded early education places  
- School readiness  
- Pupil absence  
- Key Stage 2 |
Priorities and Next Steps
In April 2018, Partners from across Staffordshire took part in a workshop to reflect and review the FSP priorities for 2018/19. The priorities that were identified through the workshops covered a range of issues such as:

- **Focus on giving children the ‘best start in life’** and ensure that children are ready for school
- **Improve the emotional health and wellbeing of children, young people and families**
- **Continue to develop the Early Help work and Earliest Help offer in communities through partnership working**
- **Promote the work of the FSP by sharing success stories**
- **Create governance structures that build strong relationships and promote good communication to ensure joint working**
- **Continue to develop the PBA to improve community networks that promote independence and local resilience**

In order to continue to move the FSP initiatives forward, a number of next steps were agreed:

- **We will use findings from the leadership and culture audit taken at the April 2018 workshop to develop better ways of working together across the partnership**
- **We will continue to listen to the voice of children, young people, families and stakeholders to build their knowledge and experience in the development of the delivery plan and designing solutions and actions**
- **We will develop a work plan to ensure the priorities are clearly identified and delivered**
- **We will focus on creating more opportunities to work with new partners in the private sector and schools to help us meet our aspirations for children and families.**
Glossary of Acronyms

FSP - Families Strategic Partnership
FSPB - Families Strategic Partnership Board
FPEG - Families Partnership Executive Group
H&WBB – Health and Wellbeing Board
SSCB – Staffordshire Safeguarding Children’s Board
JSNA – Joint Strategic Needs Assessment
PBA - Place Based Approach
EHA – Early Help Assessment
DCLG – Department for Communities and Local Government
BRFC – Building Resilient Families and Communities
PSHE – Personal, Social, Health and Economic Education