



We're here to help and support, parents and children under five with a range of services and facilities for both their own and their child's development. Have a look through our report to see how we can help you, and how well we have performed over the past year.

ANNUAL REPORT 2015 - 2016

WE'RE NOT JUST A NURSERY!

WHAT IS A SURE START CHILDREN'S CENTRE?

- Our Sure Start Children's Centres (SSCC) offer families with children under five a friendly place to go to get information and support on health, parenting, work and childcare.
- We give help and advice to families about money, training and employment.
- We provide opportunities to participate in our stay and play activities for mums, dads, carers and their children. Also available are lots of programmes for families to help develop new skills.
- Our centres offer the benefit of outreach and home visiting to children and parents who require the service.
- We provide early learning opportunities to pre-school children.

In Northumberland we have 20 Sure Start Children's Centres (SSCC). These are managed on a partnership basis with both Barnardo's and Action for Children. There are currently 15,010 0-5 year olds in the county and 92% are registered with our SSCC's. Our registration reach rates are high because we have a strong and positive relationship with our health visiting colleagues.

"There is a growing range of targeted early help available. Children's centres are at the heart of this work delivering good quality, evidence based parenting programmes and focussed work with fathers. This includes support for military families and children living in rural locations." Ofsted, April 2016

WE PROVIDE PARENTS, CARERS AND CHILDREN WITH PROGRAMMES, FACILITIES AND COURSES TO HELP DEVELOP NEW SKILLS.



WHAT DOES SURE START DO?

Sure Start promotes the physical, intellectual and social development of babies and young children so they can flourish at home and at school. We do this by offering support to families and co-ordinating all services for the under-fives.

We do this in an integrated, joined up way with a whole range of partners, some of which you wouldn't expect such as the Fire and Rescue Service and even the Ministry of Defence!

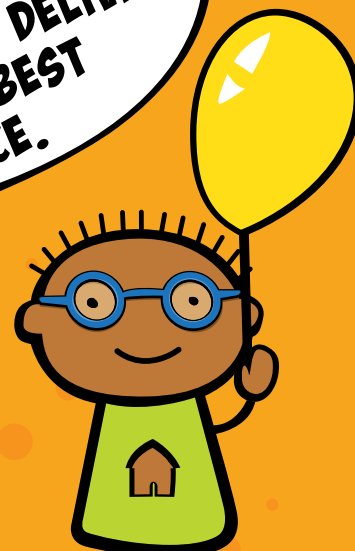
**WE'RE A
ONE-STOP
SHOP. ASK US
ANYTHING**

WHO ARE OUR PARTNERS?

To ensure that Northumberland Sure Start Children's Centres deliver the best, most up-to-date advice and support, we enlist the help of specialist services. These partners form the basis of our extensive network of services. They work alongside each of our centres to deliver a range of courses and programmes to help with the development of you, your family and your children.

To see the full list of who helps and supports our centres in Northumberland please see the list overleaf.

**FIND OUT OVER
THE PAGE ALL THE
DIFFERENT PARTNERS WE
WORK WITH TO DELIVER
YOU THE BEST
SERVICE.**



WHO ARE OUR PARTNERS?

- Parents, carers, children, families and the wider community
- Midwives, Health Visitors, School Nurses, Occupational Therapists
Speech and Language Therapists and Physiotherapists
- LIST (Educational Psychologists, Inclusion Workers and more)
- Social Workers
- Benefits Advice – CAB/DAWN
- Relate – Couple Counselling and Separating Parents
- Police and the Fire and Rescue Service
- Salvation Army
- Development Trusts
- Domestic Abuse Projects
- Housing Associations
- Northumberland College, Northumbria University
- Northumberland Adult Learning, Open University
- Town Councils and Parish Councils
- Residents Associations
- Early Years Settings
- Schools
- Faith groups
- Sports and Leisure Services
- Art Centres and Theatres
- Food Banks and Food Share Schemes
- Buttle Trust and Greggs - Small Grant Organisations
- Barclays and Santander Banks - Money Skills and Advice
- Community Safety Team
- Volunteering Organisations
- HMP Northumberland
- Woodhorn
- Libraries
- Community Partnerships
Community Regeneration
- Community Transport
- MOD - Military
- Any Many More!

**NAME A
PARTNER WE
DON'T WORK
WITH?**



HOW ARE WE MANAGED AND GOVERNED

SSCC sit within the Early Intervention and Prevention Team within the Wellbeing and Community Health Service of Northumberland County Council. Each of the four SSCC localities is governed by an Advisory Board, consisting of parents, community representatives and workers from a range of local authority departments including education, health, housing and many others.

The purpose of the Advisory Board is to:-

- Provide support and challenge to the Sure Start Children's Centre.
- Ensure that the safeguarding of children is a priority at all times.
- Contribute to the development, progress and oversight of the centres' action plans.
- Work with the centre managers to identify local priorities through effective consultation.
- Develop action plans that help monitor progress against performance outcomes.
- Ensure services meet local needs and contribute to improving children's outcomes.
- Facilitate effective engagement between the community and the Children's Centres in order to shape services.



AN ADVISORY BOARD IS APPOINTED TO MONITOR PROGRESS AND HELP IMPROVE SERVICES AND FACILITIES WITHIN OUR CENTRES.



HOW DO WE KNOW WE HAVE MADE A DIFFERENCE?

We are constantly monitoring our services to check that they are getting the outcomes that we all want for our families in Northumberland. We do this by consulting with parents and regularly evaluating what we do. We have a performance management process and a timeline of quality assurance checks

DURING 2015-16 98.8% OF PARENTS WERE SATISFIED WITH OUR SERVICES

The Performance Cycle runs from 1st April to 31st March. The SEF, Action Plan, Annual Data and Targets are aligned to this financial year cycle

April	May	June	July	August	September	October	November	December	January	February	March
	Annual data released Draft SEF submitted Advisory Board Appraisals	Draft Priorities and target groups submitted Annual Performance Conversation	Priorities and target groups published Draft Action Plan submitted Targets published SEF published Action Plan published		Annual Parental Satisfaction survey				Evidence gathering, Preparation of Self Evaluation Form and Action Plan		Contract Compliance Meetings for Commissioned Services
Q1 April - June Quarterly Dashboard • Progress toward targets			Q2 July - September Quarterly Dashboard • Progress toward targets			Q3 October - December Quarterly Dashboard • Progress toward targets			Q4 January - March Quarterly Dashboard • Progress toward targets		

Service Evaluations (P.I.E - NCC and Barnardo's) (Report Cards - AFC)

Submission Dates for 2015/16

Item	Draft due	Finalised and Published version due
Quarter 1 Dashboard		Friday 31st July 2015
Quarter 2 Dashboard		Friday 30 th October 2015
Quarter 3 Dashboard		Friday 29 th January 2016
Quarter 4 Dashboard		Friday 29 th April 2016
Local Authority Priority and Targets (2016/17)		Friday 13 th May 2016
Annual Data Pack (up to 2015/16)	Friday 1 st April 2016	Friday 15 th July 2016
Self-Evaluation Form (2015/16)	Friday 6 th May 2016	Friday 15 th July 2016
Priority and Target Group Document (2016/17)	Friday 27 th May 2016	Friday 15 th July 2016
Action Plan (Perspectives) (2016/17)	Friday 17 th June 2016	Friday 15 th July 2016
Targets (2016/17)	Friday 1 st July 2016	Friday 15 th July 2016
	Friday 8 th July 2016	Friday 15 th July 2016

Annual Performance Conversations will take place over a 2 week period commencing 27th June 2016
All documents must be submitted directly to the Children's Centre Improvement Partner by 4pm on the dates shown above

Northumberland Children's Centres

Performance Management Process

Annual Performance Conversation

Performance timeline

Data provided by LA (schools 360)

Understanding and analysing data

Self Evaluation

Quarterly Dashboard

PIE - Evaluating service and monitoring impact

SO WHAT DIFFERENCE HAVE WE MADE?

Our achievements -

WE HAVE REACHED 92% OF CHILDREN

OUR GOOD LEVEL OF DEVELOPMENT (GLD) HAS INCREASED TO 64.9%

WOW

81% OF ELIGIBLE 2 YEAR OLDS HAVE TAKEN UP THE FREE ENTITLEMENT

91% OF CHILDREN IN 30% IMD AREAS ARE REGISTERED WITH A SCCC

95% OF TEENAGE MUMS HAVE ENGAGED WITH SERVICES



Things to improve

INCREASE THE NUMBER OF EARLY HELP ASSESSMENTS

IMPROVE SUSTAINED CONTACT ACROSS OUR TARGETED GROUPS

SO WHAT DO WE OFFER OUR FAMILIES IN NORTHUMBERLAND?

Our Overarching Principle

Children living and accessing SSCC Services in Northumberland have an entitlement to be healthy, confident and safe and have their developmental and learning needs met in a way that is unique to them. We recognise parents as the child's first educator and work with them to ensure that children from conception to five achieve their full potential. We do this by offering Universal (open to all families) and targeted (open to families who need us most) services.

UNIVERSAL OFFER

The majority of our families will be supported under the Healthy Child Programme (HCP) as the core Universal Offer delivered by our health visiting colleagues. SSCC offer some universal provision and signpost to other early years services, but the focus is on families that need added support. These families that need greater support are identified through universal services and referred accordingly to the local Sure Start Children's Centre as outlined in the Early Help Strategy.



SO WHAT DIFFERENCE HAVE WE MADE?

Reaching those most in need of our support.

Sure Start Children's Centres in Northumberland offer a range of targeted support to vulnerable children and families. Each locality employs highly skilled and trained practitioners to help address the local needs of children under five to improve their life chances. Services can include any of the following:

Family support into families homes.

Some parents need support on a one to one basis so we offer an outreach service by skilled and trained staff who can support parents through some tough times. Families can self-refer or access the service they need through the Early Help Hubs.

In the past year 92% of children on a child protection plan and 82% of 'Children in Need' were known to the counties Sure Start Children's Centres.

Incredible Years Parenting Programme

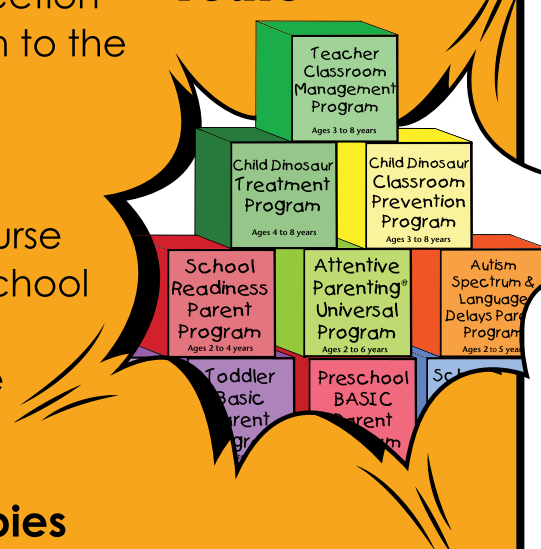
This is a 14 week evidence based parenting course aimed at parents of babies, toddlers and pre-school children. These courses are well evaluated and parents report that they have more confidence after they have completed the course.

Mellow Parenting, Mellow Bumps and babies

Mellow Parenting is a relationship based intervention that promotes positive parent-child interaction. The Mellow Programmes are aimed towards vulnerable and hard to reach parents who often have trouble engaging in services.

“Since doing the Incredible Years Course I have greater understanding of my children's behaviours and how to deal with them. This group has been so beneficial to me and I recommend it to everyone. The information I have learned has helped me so much. It has been fantastic and enjoyable. My children are 10, 6 and 2 and I have been able to learn different things with each of them. I myself feel more in control as I can handle things better and understand routines are so important. I hope this course goes on for a long time as it will help so many Mums and Dads understand that being a parent is best with a little education

©The
**Incredible
Years** 



TARGETED SERVICES CONT.

Freedom Programme

Available in all Children's Centre areas. The programme is open to any woman who wishes to learn more about the reality of domestic violence and abuse and the impact it has on children. This is delivered in a group and on a one to one basis.

In the past year 141 woman have benefited from this service

Children with Disabilities and complex needs.

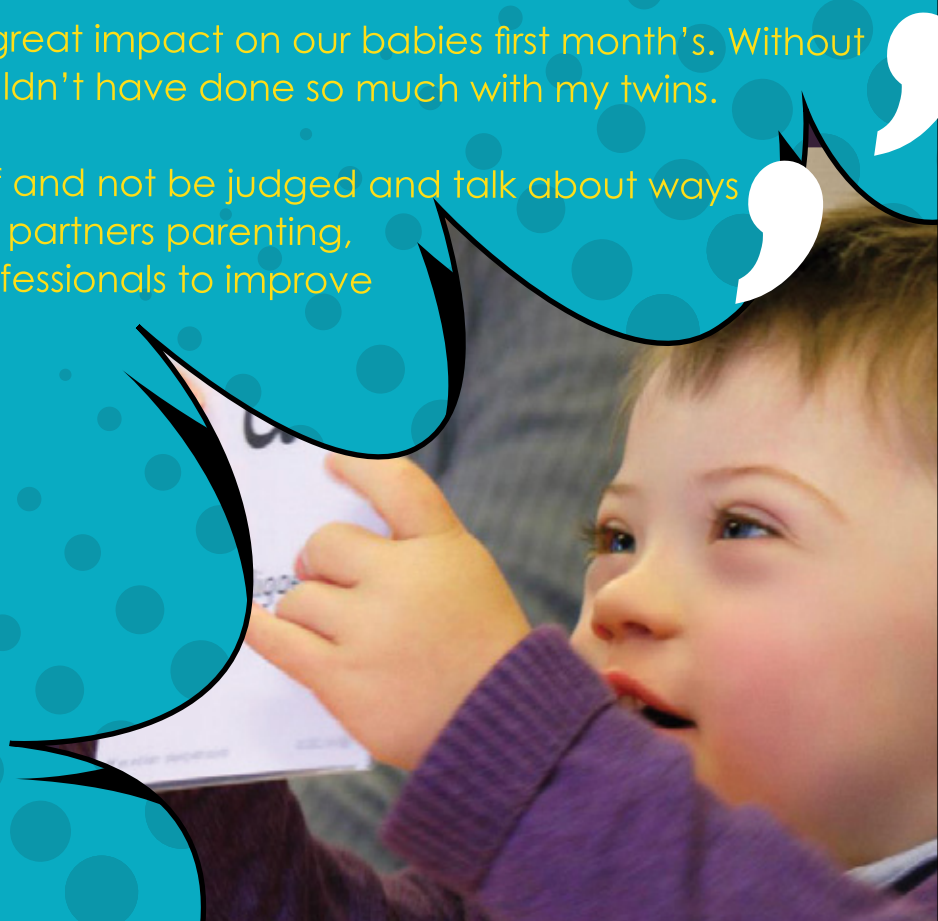
Sure Start Children's Centres offer a range of services to children with complex needs, often before any diagnosis is made. Early identification through high quality childcare provision and groups leads to one to one support and advice. Specialist groups exist in all localities such as ASD Support groups and a Down Syndrome pre-school.

Specialist Parenting Support.

In 2015 a partnership with MENCAP resulted in a specially adapted 'Mellow Parents' programme being developed, aimed at families with learning difficulties and/or disabilities. 13 mums started the programme and 11 mums completed it

Thank you for making a great impact on our babies first month's. Without Sure Start I probably wouldn't have done so much with my twins.

Being able to talk to staff and not be judged and talk about ways to improve mine and my partners parenting, and to get help from professionals to improve our lives.



WHAT IS EARLY HELP?

“The evidence shows us that the right early intervention at the right time can help to improve the life chances of children and young people, addressing problems that emerge and enabling us to reduce the costs of late intervention” (Chowdry and Oppenheim, 2015)

Early help is just that! Our aim (along with all of our partners) is to identify emerging issues quickly before a crisis arises. “It is about stepping in to prevent escalation of children, young people and families needing any sort of specialist services.” Early Help Strategy 2015-2017. This could involve speech and language delay or behaviour or health problems, indeed any support to our families in Northumberland.

Northumberland has a well embedded Early Help offer across the county. The range and level of this help reflects the diverse needs of each locality. All partners have been trained to complete Early Help Assessments. We have Early Help Hubs running across all localities. These Hubs are multi-agency meetings where a range of workers can pool their knowledge, skills and resources together and plan for the best outcomes for the child and family. There is an allocated Early Help Coordinator for each of the hubs, to provide support to our partners and workers. Our early help offer is delivered by family support workers to help with a whole range of family needs, some families require a short intervention (perhaps around establishing boundaries or sleep patterns) to those who may have been ‘stepped down’ from statutory social care or who previously might have been referred to social care teams for lower level group work. Work is ongoing with partners to provide support and challenge around their responsibilities in relation to early help. This is reinforced through the Northumberland Safeguarding Children Board (NSCB) and the Health and Wellbeing Board which has early help as a priority. As a result of the early help offer, children in Northumberland are being supported at an ever earlier stage by a skilled and experienced workforce, leading to positive outcomes for our Northumberland families.

“The HUB has been a great way for me to meet professionals. Referrals are always seen within a good time scale which has helped us to get the support that children need ASAP.” HUB member

The Early Help Assessment and meetings have been greatly beneficial because when there’s been a problem I’ve known which professionals to go to. Everything feels more stable now.

WHAT IS SCHOOL READINESS?


School readiness is a measure of how prepared a child is to succeed in school cognitively, socially and emotionally. In Northumberland we recognise that a child's unique journey to become school ready starts at conception and involves health, social care and education, and working together with families.

Universal services ensure children are meeting developmental milestones and any delay is identified early and appropriate support and strategies are put in place.

Key areas for being school ready are:

- Attachment, parenting, relationships and family networks
- The home learning environment
- Health and well-being
- Quality of preschool provision
- Physical development
- Communication and Language
- Personal, social and emotional development

Early years practitioners and health professionals are working together in Northumberland to ensure that young children and their families are offered both an Early Years Foundation Stage (EYFS) progress check while accessing provision outside of their home and all children receive a Healthy Child Programme Health and Development Review (HCP) by their health visitor. This helps to identify any emerging issues and plans can be quickly put in place to help the child and the school to be 'school ready'.



**A MEASURE OF
HOW PREPARED
YOUR CHILD IS TO
SUCCEED IN SCHOOL.**

TWO YEAR OLD INTEGRATED REVIEW

HEALTH VISITOR TEAM (HV)

EARLY YEARS PROVIDER

2-2 ½ years
Healthy Child
Programme
review

Northumberland
Model B* or C*

Early Years
Foundation
Stage (EYFS)
progress check

No
concerns.
No further
action.

Concerns
Identified

Copy of EYFS
progress check sent
to child's named HV

If the child is not in a
setting, HV leads the
intervention. Action
planning and review
with parent

If a concern is
identified and a
child is known to
be in an EY setting.
With parental
consent, HV
contacts setting.

Concerns
Identified

No
concerns.
No further
action.

***Model B** – where health and early years elements are carried out at separate times and integration arises from information sharing and ensuring integrated responses to identified issues.

HV, EYP & parent meet to discuss the concern and develop an action and review plan.

***Model C** – where early years and health staff come together to deliver the review in one meeting with the parent and child.

WHAT DO OUR PARENTS SAY ABOUT US?

“ I don't think I would have had my son returned to my care without the support I received. I feel because of it I have been given the confidence to turn my life around. ”

“ I understand domestic violence is not my fault. ”

“ I've learnt that people can help you if you want to get out of the situation. ”

“ The difference the trips had made to families spurred me onto organising an autism awareness family fun day to raise funds for the following year. I was recruited and given training for the advisory board. I looked forward to the meetings to hear the data on our area and be able to challenge decisions. A job role then came up within the centre I felt I had gained enough experience to apply. Obviously the rest is history and I'm now employed as an assistant project worker. ”

“ Everything has been inspirational & brilliant. ”

“ Staff are always friendly and helpful and understanding when in particular my son would have meltdowns. He has ASD. ”

“ The best child care setting ever used. Staff are always there to listen. Child safety is outstanding and I know my child is very safe, which is good. ”

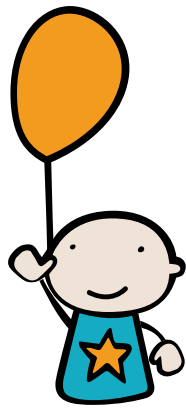
“ Somewhere you can totally be honest and not judged. ”



WHERE WE ARE!



For further information, please visit www.northumberland.gov.uk/SureStart



Sure Start
Children's Centres
Northumberland

