

**REPORT TO:** Cabinet Member: Children Schools & Families

**DATE:** 13<sup>th</sup> April 2010

**SUBJECT:** Sefton Parenting Strategy

**WARDS AFFECTED:** All Wards

**REPORT OF:** Peter Morgan  
Strategic Director – Children, Schools & Families

**CONTACT OFFICER:** Olive Carey  
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**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

- To inform members of the Sefton Parenting Strategy
- To seek approval for Sefton’s Parenting Strategy detailed in this report

**REASON WHY DECISION REQUIRED:**

The Cabinet Member has delegated powers to approve the Parenting Strategy detailed in this report.

**RECOMMENDATION(S):**

The Cabinet Member is recommended to:

- (i) approve the Parenting strategy proposed in this report

**KEY DECISION:** No

**FORWARD PLAN:**

**IMPLEMENTATION DATE:** Following the expiry date of the “call-in” period for the Minutes of the Cabinet meeting

**ALTERNATIVE OPTIONS:**

Not appropriate

**IMPLICATIONS:****Budget/Policy Framework:** None**Financial:**

There are no financial implications for the Council's general resources as all funding for this work is from Sefton Children, Schools & Families Parenting Grant from the DCSF.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2006/ 2007 £</b>	<b>2007/ 2008 £</b>	<b>2008/ 2009 £</b>	<b>2009/ 2010 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

**Legal:** Not appropriate

**Risk Assessment:** There is ongoing risk assessment through the planning process. There are no financial risks associated with this report as all funding is from Specific resources

**Asset Management:** Not appropriate**CONSULTATION UNDERTAKEN/VIEWS**

CHILDREN'S SCHOOLS & FAMILIES LEADERSHIP TEAM HAVE BEEN CONSULTED. PCT PARTNERS, ADULT SERVICES, THE VOLUNTARY AND COMMUNITY SECTOR AND PARENTS ACROSS THE BOROUGH HAVE ALL BEEN CONSULTED

**CORPORATE OBJECTIVE MONITORING:**

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Creating Safe Communities	√		
3	Jobs and Prosperity	√		
4	Improving Health and Well-Being	√		
5	Environmental Sustainability		√	
6	Creating Inclusive Communities	√		
7	Improving the Quality of Council Services and Strengthening local Democracy	√		
8	Children and Young People	√		

**LINKS TO ENSURING INTEGRATION:**

Sefton's Parenting Strategy sets out how Sefton Children's Trust and Sefton MBC aims to support parents in bringing up children. The Parenting Strategy works with other strategies including and not exclusively:

- Sefton Children's and Young People Plan
- Sefton's Teenage Pregnancy strategy
- Sefton's Health Strategy
- Sefton's Physical Activity Strategy
- Community Safety Strategy
- Sefton's Healthy Schools Strategy
- Sefton's Workforce Development Strategy

**IMPACT UPON CHILDREN'S SERVICES TARGETS AND PRIORITIES:**

A cross cutting Parenting Strategy, which includes a thematic approach to developing the 'Think Family ' agenda, working across services with teams around the parent and child to deliver early interventions will impact across all the five outcomes for Sefton children.

Access to accurate, accessible information about parent support services will enable more parents to access universal services, improving participation, knowledge and support in their role as parents.

Training in core skills and knowledge of National Occupational Standards for working with parents will ensure Sefton staff are performing to a high standard and will improve service delivery, design and outcomes for parents and their children.

Consultation and participation of parents to plan, develop, govern and evaluate relevant services will contribute to the outcomes for Making a Positive Contribution

**LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT**

Every Child Matters (ECM) Change for Children 2004  
National Children's Plan (2007)  
Parent Know How (2008)  
National framework for Children, Young People and Maternity Services  
Crime and Disorder legislation (1998)  
Respect Action Plan (2006)  
Childcare act (2006)  
Children's Centre & Extended Schools Guidance (2006)  
Parenting support Guidance for Local authorities (2006)  
Every Parent Matters (2007)  
Aiming High for Children: supporting families (2007)

**1.0 BACKGROUND**

1.1 Sefton MBC understands that parents have a major impact on the well being of their children: their attainments, their social behaviour and their dreams and aspirations. There are many different ways of bringing children up well, and many different kinds of families. Being a parent is not always easy, and most parents need to have some support and advice at some stage in their children's lives.

This Parenting Strategy 2009-2012 (appendix1) sets out how Sefton Metropolitan Borough Council and Sefton's Children's Trust aim to support parents and carers in bringing up children.

1.2 The vision for Sefton's Parenting strategy is that:

- Parents will receive high quality responsive services which meet their needs
- Parents are able to understand their rights and responsibilities
- Parents are listened to and their views are used to shape future services
- Parents know about and have access to information about services that are available for them and their families
- Service work together to support the whole family

- 1.3 One of the nine stated aims of the Children & Young People's Plan 2006-20011 is to 'recognise the importance of parents and carers'. Underpinning this plan is a commitment to joint planning and commissioning, which will enable parent support services to be developed in a more integrated way. The Parenting Strategy will play a key role in communicating and informing parents of current support services and help to redesign services for parental support after consultation and evaluation of these services.
- 1.4 The Sefton Parenting Strategy will give clear direction to the alignment and deployment of parenting resources currently made available to Sefton Children Schools & Families Service..
- 1.5 The Parenting strategy has five key areas:

#### **Strategic**

A cross cutting Parenting strategy which includes a thematic approach to developing the 'Think Family' agenda, and no wrong door approach'. It includes the development of a strategic lead for parenting and will define the core parenting outcomes for Every Child Matters sub-groups. The strategy will ensure that all practitioners working with parents are skilled and working to the National Occupation Standards for working with parents.

#### **Participation and Consultation**

A participation/consultation strategy will be developed in partnership with parents and practitioners, creating appropriate opportunities for them to be involved in planning, development, governance and evaluation of all relevant services and policies

#### **Information**

Accurate, accessible and up to date information about parent support services is available to parents, prospective parents and practitioners

#### **Commissioning**

By working together we will identify gaps and priorities for core universal and targeted services, in line with the overall commissioning framework for parent support, Children's Trust and Adult Services. The parenting strategy will be evaluated by using the Parenting Outcomes Framework.

#### **Safeguarding**

In line with the 'Think Family' approach, all relevant staff are able to assess and identify Safeguarding needs of children within vulnerable families and act swiftly and appropriately, following LSCB procedures.

## **2 Governance arrangements:**

- 2.1 The Parenting Strategy Board will be responsible for the implementation of the Parenting Strategy and will direct, monitor and evaluate the work of the Parenting Commissioner.

## 2.2 The membership of the PSB includes:

Assistant Director Children, Schools & Families  
Assistant Director Adult Services  
Parenting Commissioner  
Sefton Council of Voluntary Services  
Head of Children's Services Sefton PCT  
Strategic lead for Connexions  
Strategic Lead for CAMHs  
Strategic lead for Children's Centres & Extended Schools  
CSF Area Manager

(full governance arrangements are outlined in the attached Parenting Strategy Appendix 1 on page 14)

(Sefton's Draft Parenting Strategy Action Plan is also attached for information, as Appendix 2)



# Sefton's Parenting Strategy

2009 - 2012  
DRAFT

'Being a parent - the best job in the World'



# **Sefton MBC Parenting Strategy**

'Being a parent - the best job in the world'

**2009 - 12**



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## **Introduction**

Sefton MBC recognises that all parents<sup>1</sup> want to do the best for their children. Not only is parenting the best job but it is also one of the hardest jobs in the world.

Sefton MBC Parenting Strategy sets out how Sefton Children's Trust<sup>2</sup> aims to support parents in bringing up children. The Parenting Strategy works with and supports other strategies including and not exclusively Sefton's Children's and young People Plan, Sefton's Teenage Pregnancy Strategy, Sefton's Corporate Parenting Strategy, Sefton's Health Strategy, Sefton's Physical Activity Strategy, Community Safety Strategy, Sefton's Healthy Schools Strategy and Sefton's Workforce Development Strategy.

The Parenting Strategy is built on information from the Joint Strategic Needs Assessment, Local Area Agreement and Parental Consultation. It has five key themes.

### **Strategic**

A Cross cutting Parenting Strategy developed which includes a thematic approach to developing the 'Think family' agenda, the 'no wrong door' approach. The development of a strategic lead for parenting, defining the core outcomes for the strategy within the outcomes for Every Child Matters and the Local Area Agreement. The strategy will also ensure that all practitioners working with parents are skilled for that purpose.

### **Participation and Consultation**

A participation / consultation strategy developed in partnership with parents and practitioners, creating appropriate opportunities for them to be involved in planning, development, governance and evaluation of all relevant services and policies.

### **Information**

Accurate, accessible and up-to-date information about parent support services is available to parents, prospective parents and practitioners.

### **Commissioning**

By working together we will identify gaps and priorities for core universal and targeted services, in line with the overall commissioning framework for parent support, Children's Trust and Adult services. The Parenting Strategy will be evaluated by using the Parenting Outcomes Framework.

### **Safeguarding**

In line with the 'Think Family' approach, all relevant staff are able to assess and identify Safeguarding needs of children within vulnerable families and act appropriately – following LSCB procedures

The action plan will be updated every six months and the current action plan will be available at [www.sefton.gov.uk/parenting](http://www.sefton.gov.uk/parenting)

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<sup>1</sup> Throughout this strategy, the term "parents" has been used to include mothers, fathers, carers and other adults with responsibility for caring for a child, including looked after children.

<sup>2</sup> Sefton's Children's Trust includes Sefton Children's Services, Sefton's Voluntary Services and Sefton's Primary Care Trust

Sefton understands that Parents have a major impact on the well being of their children, future educational attainment and social behaviours. There are many different ways of bringing children up well, and many different kinds of families. Being a parent is not always easy, and most parents need to have some support and advice at some stage in their children's lives.

Parent support is a wide term, and can be interpreted in different ways. At its heart is the recognition that parents have the most significant influence on a child's social, physical and emotional well-being. Meeting parents' needs for support, as early and effectively as possible, is therefore vital if children are to achieve their potential in life and experience good outcomes, both as children, and later as adults and parents themselves. "Parent support services" are defined as:

***"Any activity or facility aimed at providing information, advice and support to parents to help them in bringing up their children"***<sup>3</sup>

Parents have different levels of need in relation to their parenting role, which in turn require the appropriate level and type of support. Parent support services can be viewed on a continuum from prevention and early intervention through to more specialist and intensive services, including those that have a degree of enforcement attached to them. Levels of need may change at different times in the lives both of children and parents.

Sefton produced its five-year Children and Young People's Plan in 2006. This is a single, strategic, overarching plan for all services for children and young people. It supports more integrated and effective services to secure the outcomes for children set out in the Every Child Matters Change for Children programme. One of the nine stated aims of Sefton Children and Young People's Plan 2006-2011 is to 'recognise the importance of parents'. Think Family and the Parenting Strategy has been recognised within this document.

## **Key achievements 2009**

It was important that before anything was developed we knew what was being delivered, by whom and where, and that we understood what parents thought about Sefton's services and whether parents were using them.

The Parent Survey was launched on the 1<sup>st</sup> of July and closed on the 30<sup>th</sup> September. During this time the team received over 1,200 responses. The survey was actively promoted through posters, e mails, the disabled children's register, schools, health teams, social care and children's centres.

The survey informed the strategy that many parents gain their information from family members, that they wanted their information from the internet and that many

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<sup>3</sup> DfES

were unaware of services which could support them. This information will form the basis of the Strategy commitments. The parent survey was complemented by a provider audit which informs us about what is being delivered, by whom, where and why.

In June 2009 we launched the first practitioner forum. This had over 60 practitioners attending. Following this it was agreed to hold 3 per year. This would be to facilitate training for parenting practitioners and an opportunity for them to network and share information.

## ***Sefton MBC's Parenting Vision***

- Parents will receive high quality responsive services which meet their needs
- Parents are enabled to understand their rights and responsibilities
- Parents are listened to and their views used to shape future services
- Parents know about and have access to information about services that are available for them and their families
- Services work together to support the whole family

## **What difference will delivering the strategy make?**

- ✓ Gaps in parenting support are known and are addressed
- ✓ Views of parents are used to inform future services
- ✓ Parents in vulnerable circumstances will have accessed parenting support sooner
- ✓ Practitioners will have received training and support to deliver high quality Parenting Support Programmes
- ✓ Parents better understand the effects and benefits of positive play and leisure time with their children
- ✓ Easier access to information about parenting support
- ✓ Staff trained and supported to enable them to work effectively in partnership with parents
- ✓ It does not matter where a parent goes to for support but that they will receive the help and support that they need

## Engaging with Parents

A core element of the Parenting Strategy is parent participation and consultation. A Parent Participation Plan has been developed which will inform parents, young people and services about how parents will be involved in shaping services and decisions over services which affect them.

A comprehensive Parent Consultation has been completed in 2009 with over 1,000 responses, 6 focus groups and data mining existing consultation information. We have developed an interactive marketing campaign to let parents know about the parenting strategy and encourage involvement.

We recognize that strategies are a million miles from most people's lives and that we need to tell parents about positive changes on their doorsteps – practical steps that have been taken in response to them telling us what they want and from ideas they have put forward. These positive examples will be threaded into the campaign materials (leaflets, posters, newsletters,) as the campaign develops.

Parent Participation will build on a three area forums and a borough forum model. The forum aims to be a voice to inform the Children's Trust and service providers of the needs of parents and their families.

The Parent Forums will facilitate two-way communication between parents and the services used by them and their families in Sefton. The forum will work to provide feedback on services, offer constructive challenge to current services and input into decision making and planning for future service provision.

The parent forum believes that by working co-operatively with local service providers and commissioners parents can lead improvements in the services delivered for them by:

- Regular communication with parents, ensuring they are able to decide whether to be involved in a piece of work/consultation.
- Ensuring a diverse forum membership and representation of diverse views from parent/carers' from all backgrounds and sectors of the community.
- Promoting a reputation and image of the Forums which reflects the aims and values.

## Parenting Strategy Commitments

**We know:** we do not involve parents enough in service development

**We will:**

- Develop and publish a Parents Participation Plan,
- Develop a role to support parents' involvement in the governance structures and forums.
- By March 2010 there will be 3 Area Forums and a borough forum developed.

- By March 2010 All children centres will have parents involved in their governance procedures.
- By March 2011 all Children's services will have parents involved in their governance arrangements.

**We know:** that parent find it hard to access good quality, accessible information about services available for them

**We will:**

- by March 2010 have developed a comprehensive Parent Know How directory and have trained all Parent Support Advisors and Family Development Workers how to use it.
- By March 2011 all front line parent practitioners will have had access to training in how to contribute to and use Parent Know How.

**We know:** one size does not fit all

**We will:**

By March 2010 have trained practitioners in a range of evidence based parent support, which will include support for

- Parents with mental health needs,
- Parents of teenagers,
- Parents whose children are not living in the family home
- Parents of young people who have been identified at risk of substance misuse or anti social behaviour
- Parents of children and young people affected by ADHD.
- In addition will be working closely with services to support parents who substance misuse.

**We know:** not every service provided for parents is quality assured

**We will:**

- By March 2010 have in place evidenced based parenting programmes and an evaluation tool for programmes developed in Sefton
- By March 2010 all services delivering support for parents will be using an agreed quality assured evaluation toolkit to ensure that services deliver a positive long term impact for families.

**We know:** that some families find services hard to reach

**We will:** support services to ensure that they are accessible to families who need them.

- By September 2010 ensure all relevant services are on the Family Information Service Directory
- By March 2010 have piloted parenting support in partnership with social care teams who work with vulnerable families
- By March 2011 have delivered training in Triple P and Strengthening Families 10-14 programmes to teams who work with vulnerable families

**We know:** that services are not always accessible for fathers

**We will:**

- By March 2010 have used data from the parents survey and existing fathers projects and worked with fathers to identify what services would support them.
- By March 2011 have in place; a continuum of services across Sefton which are accessible to fathers of children aged 0 – 19 years.

**We know:** that some parenting practitioners need access to high quality training which meets their needs

**We will:**

- By March 2010 delivered the first mandatory module of the national occupational standards for working with parents which were launched this year to parents support advisors and family development workers.
- By March 2011 have identified and delivered the training to key front line staff.

# Think Family

Think Family means securing better outcomes for children, young people and families with additional needs by co-ordinating the support they receive from children's, young people's, adults' and family services. Sefton has developed several Think Family approaches. These are:

- **Youth Crime Family Intervention Project (FIP)**. FIPs provide intensive support to vulnerable families and in particular those facing legal actions. Through multi agency whole family support plans and assertive working methods projects reduce the likelihood of legal sanctions and help families to address their problems. The package of support offered to vulnerable families often includes accredited parenting programmes and a co-ordinated programme of support from other services which respond to the needs of different family members.

- **Provide 2 key Parenting Practitioners** who will support the roll out of evidence based parenting programmes, workforce development, service delivery and evaluation.

- **Parents of Children in or at risk of being in care**

By using the structured approach of Triple P the practitioner and family support worker will be able to build the parents skills and confidence in their parenting. If this is successful we can:

- Ensure that the children are re homed quickly with on going support
- Skill up staff from both the social care and children's centre's teams to support families
- Support a more structured use of contacts at the Children's Centre
- Prevent families' situations escalating

- **Parents of Children and young people affected by ADHD**

By using a Sefton developed ADHD programme, supporting evaluation and assessment we will deliver 3 programmes by March 2009 and will develop information for parents about ADHD in consultation with parents

- **Parents of Children and young people who are identified by the police on the streets**

Working in partnership with the Community Safety Area Partnerships the parenting team will deliver Strengthening families 10 – 14 to families who have been sent letters by the Anti Social Behaviour Team. This means that the young person has been identified as at risk of substance misuse or under the influence of substances. This is in conjunction with the 'Buy Booze, You Loose' campaign in the Southport area.

- **Parents at risk of poor mental health**

Mellow Parenting will be delivered in Sefton; it is an evaluated parenting programme which has been shown to be effective and successful in engaging hard - to - reach



families, helping them make changes in their relationships. Follow up has shown lasting gains in maternal well being, parent-child interaction, child behaviour and child development. Mellow Parenting is a 14 week one day a week group designed to support families with relationship problems with their infants and young children.

Using data collected we are working in partnership with doctors and children's centres to support parent mental health and develop information sharing.

- **Integrated Workforce Strategy**

To deliver an integrated strategy that encompasses both Children Trust and Adult Services. Key themes will include common induction on Think Family and Council Objectives.

- **Data Sharing and Collection**

To identify what data is collected from both Adults Services and Children Trust Services and how and when they should be shared to ensure families are safeguarded and appropriately supported. This would include the development of a family based common assessment developed in the future.

## Appendix I

### National context

There are some key agendas, legislation and frameworks at the national level that set a background for the development of Sefton's Parenting Strategy.

Every Child Matters (ECM) Change for Children 2004 – Every Child Matters is the major and over-arching agenda for the promotion of children's well-being. Its Change for Children programme outlines a national framework for local agencies to build integrated services around the needs of children and young people. Support for parents is declared to be at the heart of the government's approach to improving children's lives where support is needed or wanted. Each of the main outcomes for children within the ECM 'outcomes framework' emphasises their role:

- *Be healthy* – parents, carers and families promote healthy choices
- *Stay safe* – parents, carers and families provide safe homes and stability
- *Enjoy and achieve* – parents, carers and families support learning
- *Make a positive contribution* – parents, carers and families promote positive behaviour
- *Achieve economic well-being* – parents, carers and families are supported to be economically active

#### Think Family Toolkit - Improving Support for Families at Risk (2009)

This Toolkit sets out some of the ways in which these practices can be developed 'on the ground' and represents an important step towards setting out how Think Family can be made a reality in day-to-day practice. Much of what it contains has been developed locally and reflects the enormous commitment and ingenuity of those working with children, mothers, fathers and families.

The Toolkit is a 'living' document and will be updated when required. When a section is amended, it will be possible to remove the out-of-date section and replace it with a new one.

#### National Children's Plan (2007)

One of the governing principles of the Plan is that government does not bring up children – parents do – so government needs to do more to back parents and families. A series of measures have been announced to support this role.

#### Parent Know How (March 2008)

Parent Know How is a programme designed to deliver better outcomes for children and parents by driving greater efficiency, innovation and reach in the parenting information and support services funded by the DCSF. It draws together existing and new initiatives into a coordinated programme to drive service improvement.

Funding will be allocated to local authorities for them to procure their own information systems covering childcare provider information and other services that may be of benefit to parents. The ISPP will collate this local information along with a national directory of services for families and make it available in a searchable form through channels such as DirectGov.

### Parent Support Advisers (November 2007 )

DCSF announced the availability of Parent Support Advisers in every local authority through Standards Funding to primary schools. These Advisers work with parents to improve children's behaviour and school attendance, offering advice with parenting, and providing support for families at the first sign a child or young person may be experiencing social, health or behavioural issues.

### Parenting Experts (April 2008)

They are parenting practitioners able to deliver evidence based, structured parenting programmes on a one to one and group basis. They should target the parents of children and young people whom local agencies (e.g. schools, children's centres, housing, health services, anti-social behaviour teams etc) agree to be at risk or those parents with problems that are known to put their children at risk, for example, parents who are offenders (including those in prison and involved in domestic violence), have mental health problems or with drug and alcohol problems. They will support / work in line with Sefton's Parenting Strategy

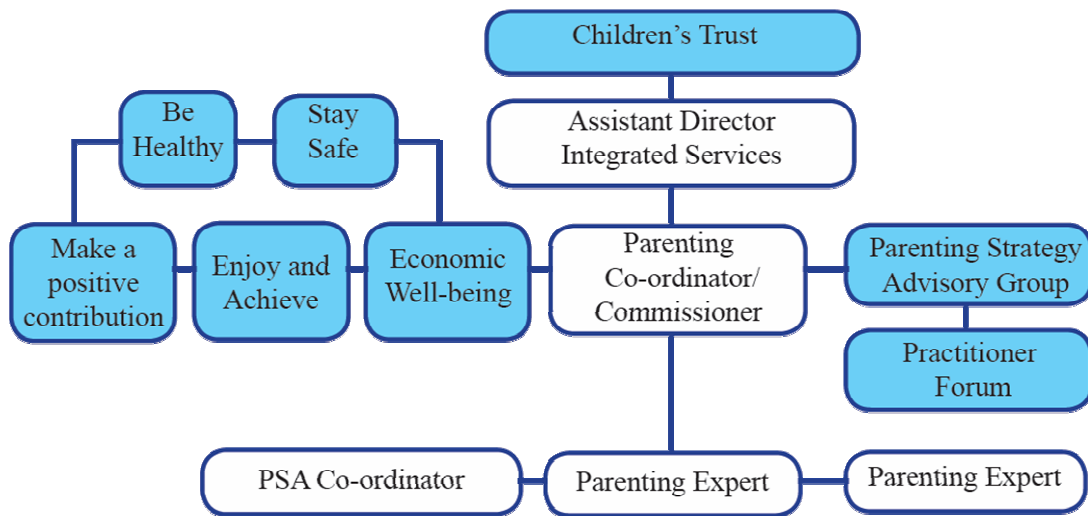
Every Parent Matters (March 2007) – issued by DfES, this document sets out what the government is doing to promote both the development of services for parents as well as their involvement in shaping services for themselves and their children. It assesses the current position, the perceived gaps, and how government proposes to fill them.

Aiming high for children: supporting families (March 2007) – this document states government's aim to ensure that every child, regardless of race, gender, background or circumstances, gets the best start in life and achieves their potential. It wants to do this by working in partnership with active, responsible parents and empowered communities, supported by public services that deliver packages of support tailored to families' needs. Action in a number of key areas is identified – a new emphasis on building resilience; greater personalisation of services that are more responsive to the needs of families; proactive support for those who need it most; and helping families to break out of a cycle of low achievement. There is encouragement for the development of Parents' Charters, through which local children's services can set out the 'core offer' of basic support from key public services to which all parents are already entitled.

Aiming high for disabled children: better support for families (May 2007) – this document emphasises government's commitment to take action in three main areas to improve outcomes for disabled children. These include access and empowerment; responsive services and timely support; and improving quality and capacity. Again, the concept of a 'core offer' is outlined, setting out the entitlements and services that disabled children and their families can expect.

## Appendix II

### Strategy Governance



#### Role of the Parent Strategy Board (PSB)

The PSB will be responsible to approve the Initial Action Plan and ensure this remains the key document relating to project delivery and review and update regularly. The PSB will champion the 'Think Family' agenda and identify key priorities which will be approved by Commissioning Group.

The PSB will be responsible for programme management, awarding of external contracts, direct service delivery, partnership development and monitoring and evaluation against milestones. The PSB will take responsibility of monitoring risks and taking action to mitigate or eliminate the major risks connected to this project.

#### Board Terms of Reference

- To champion the Think Family agenda and the Parenting Strategy as a cross cutting theme through Sefton wide initiatives and funding streams
- To provide the strategic linkage with the wider regeneration and childcare strategies, particularly through the Sefton Borough Partnership and appropriate Thematic Group Representation
- To take individual lead responsibility on reporting to appropriate structures including Cabinet Members, Children's Trust and Every Child Matters Thematic Groups
- The group will determine and set appropriate quality assurance systems clearly linked to outcomes
- The group should ensure consultation, engagement and participation processes are appropriate and followed correctly
- The group should have responsibility for supporting the mapping, data gathering and needs analyses to inform the commissioning cycle of the Parenting Commissioner and other commissioners as appropriate

- The group should ensure Parenting Support continues to shift towards preventative work
- The group will monitor the implementation of the Strategy and prepare adequately for revisions
- Will assume responsibility for the future development of the Strategy as a result of new guidance, policy and feedback
- Will ensure adequate resources are in place to support an inter-agency Practitioner Forum with clear terms of reference and equity in membership across providers
- To monitor progress of the Parenting Strategy ensuring positive outcomes for parents
- Strive to ensure membership of the group supports the delivery of the Strategy and the role of the Parenting Commissioner.
- This group and the commissioning bodies for 'Parenting' will follow the Council's procurement procedures, as agreed by Cabinet
- The group will determine and set appropriate quality assurance systems clearly linked to outcomes
- The Group will refer matters to the Children's Trust
- The group will oversee the introduction of the National Occupational Standards for Working with Parents as contained in the Workforce reform programme
- To ensure lessons learned from the Parenting Strategy can be developed and rolled out across the wider Borough, and where appropriate the City Region area
- Recognise the importance of key stakeholder involvement in the project and to help facilitate and make recommendations for future linkages with appropriate third sector and business partners through partnership development.
- To approve the Action Plan and ensure this remains the key document relating to project delivery and review and update regularly
- To oversee the performance of the project including budgetary spend, and achievement of milestones outputs and targets
- To take recommendations from the Parenting Commissioner on the operations of the project and authorise any changes to the project
- To make recommendations for action on delivery and performance both internally and externally delivered

□ To take responsibility for identifying and monitoring risks and taking action to mitigate or eliminate the major risks connected to this project.

## **Membership**

Membership will be of a sufficient level to ensure a limit is possible on the number of meetings required for decisions to be made and direction imparted to the Parenting Commissioner.

The membership includes:

Assistant Director Children's Services  
Assistant Director Adult Services  
Parenting Commissioner  
Sefton Council for Voluntary Services  
Head of Children's Services Sefton PCT  
Strategic Lead Connexions  
Strategic lead CAMHS  
Strategic lead for Children's Centres  
Area Manager

## **Parent Participation and Consultation**

The PSB will oversee the establishment of Parent Forums to support the ongoing development of the Parenting Strategy and the continued structured involvement of parents in both providers and services governance.

Parent Participation and Consultation Forums will be one of the key structures for gaining valuable feedback on the lessons arising from the Parenting Strategy as it advances. The development of the forums will be lead by the Parenting Participation Post managed through Sefton CVS.

## **Working Groups**

There are 4 working groups which feed into the PSB and which retain multi-agency membership. This does not inhibit the development of transient working groups to meet a current identified need.

## **Workforce Development**

- To audit parenting skills of Sefton's workforce
- Completed workforce audit
- Support Practitioners accessing NAPP training
- Identification of themes for practitioner forum
- Support the design and roll out of NOS WWP training
- Think Family agenda is accessed in all staff inductions

## **Evidence**

- To roll out the use of the Parenting Programme Evaluation Tool (PPET)
- To embed evidence based practice across the workforce
- To agree classification of 'quality'
- To analyse gaps in workforce delivery in terms of evidence based programmes and quality services
- Support settings / organisations to use evidenced resources
- To feed back to the Parenting Strategy Board for commissioning gaps
- Develop peer groups to develop best practice networks
- Development of engagement checklist
- Develop commissioning best practice

## **Consultation and Participation**

- To develop a parents participation plan
- Support the development of the parent area and borough forums
- Provide guidance regarding parent involvement in services / providers governance structures
- To feed back to the Parenting Strategy Board

## **Data Management and Collation**

- To identify current sources of data for regarding parents
- To identify gaps in current data
- To agree what action can be taken in the short and medium term to improve data collection and analysis to support the think Family approach

## Sefton's Parenting Strategy Action Plan

Sefton's Parenting Strategy Action plan is outlined within 5 main headings.

### **Strategic**

Cross cutting Parenting Strategy developed which includes a thematic approach to developing the 'Think family' agenda, the 'no wrong door' approach. The development of a strategic lead for parenting, defining the core outcomes for the strategy within the outcomes for ECM. The strategy will also ensure that all practitioners working with parents are skilled for that purpose.

### **Participation and Consultation**

A participation / consultation strategy developed in partnership with parents and practitioners, creating appropriate opportunities for them to be involved in planning, development, governance and evaluation of all relevant services and policies.

### **Information**

Accurate, accessible and up-to-date information about parent support services is available to parents, prospective parents and practitioners.

### **Commissioning**

Working together to identify gaps and priorities for core universal and targeted services, in line with overall commissioning framework for parent support and wider children's services.

### **Safeguarding**

In line with the 'Think Family' approach, all relevant staff are able to assess and identify Safeguarding needs of children within vulnerable families and act appropriately – following Local safeguarding Children Board procedures  
The Action Plan will be updated every six months. The most up to date copy will be accessible on [www.sefton.gov.uk/parenting](http://www.sefton.gov.uk/parenting)



Strategic	What tasks need to be done to make this happen?	Target date	NI / PSA	Who is responsible	Resource	Performance measure
<b>Parenting Strategy developed which includes:</b>	Active Promotion of the 'Think Family' agenda	March 2010		Parenting Commissioner Parenting Strategy group	PSG and PC time	Developed Work Plan with identified resources Sept 09✓ Think family champion identified Think Family written into CYPP✓
	Actions from the CYPP including the Teenage Parents Strategy and clear measurable outcomes within ECM	Oct 09		Parenting Commissioner Parenting Strategy group	PSG and PC time	Refresh of Parenting Strategy produced✓
	Appropriate representation from voluntary, adults and children's services on Parent Strategy Group.	On going		Parenting Strategy group	PSG time	Full representation at strategic level is secured✓
	Ensuring that Sefton's workforce is fit for purpose	March 2010		Sefton Workforce development Team Parenting Commissioner	Think Family grant (PEIP) Forum and Trg venues	Completed workforce audit✓ Established workforce working group ✓ Established practitioners forum✓ Practitioners accessing NAPP trg✓ Think Family agenda is included in all staff inductions NOS WWP and SWIS delivered Development of integrated workforce strategy
	A clear understanding of what is being delivered to and for parents, how and when and by whom.	Dec 09		Parenting Commissioner Parenting Strategy group	PSG and PC time	Established data working group✓ Audit completed Clear transparent referral for evidence based training established Practitioner forum established✓
	Launch and Marketing of Parenting Strategy	Oct 09		Parenting Commissioner Parent Strategy group	Think Family grant (PEIP) Launch funds	Parent strategy produced✓ Parents version of strategy produced Launch Oct 09✓

Consultation Participation	What tasks need to be done to make this happen?	Target date	NI / PSA	Who is responsible	Resource	Performance measure
<b>A participation / consultation strategy developed in partnership with parents and practitioners.</b>	Parent Representatives Forum established: with representation and input from parents of disabled children, school parent panels, parent support groups, citizens panels	Sept 2009	NI 4	Parenting Commissioner & Making a Positive Contribution Lead Officer	PC & MPCL time Sefton Carers Centre Training	Parent representative area and borough Forums established Parent representative training identified and supported Parent Participation post established and filled✓ Parent governance supported across all children's services AHDC parent forum supported and included in participation plan✓
	Consultation activities approved by Sefton Equalities Partnership, Parenting Strategy Group, Sefton Consultation Finder and Consultation Panel	June 2009			Sefton's Consultation Funding and Think Family Grant	Approval by relevant departments received Participation Working group established✓
	Practitioner Forum established and supported with the objectives of encouraging networking and sharing of best practice across partners.	July 2009			Managers release time for practitioners to attend	Practitioners forum established✓ Terms of reference agreed including work plan✓
	The involvement of parents is actively considered (and built into relevant referral, assessment and intervention processes) especially parents and carers of: i) Children in need ii) Children excluded or at risk of exclusion from school iii) Children at risk of anti-social behaviour legislation	Dec 2009		Practitioners and Parents Forum.	PC and team time	Written into Participation Strategy with clear objectives✓ Clear links with AHDC agenda and forum✓ Parent Participation Post created✓

Information	What tasks need to be done to make this happen?	Target date	NI / PSA	Who is responsible	Resource	Performance measure
<b>Accurate and up-to-date information about parent support services is available to parents, prospective parents and practitioners.</b>	Sefton's MBC website is up to date and accessible for parents and practitioners in regard to services and information	Sept 09		Children's Services eServices Section.		Launch of parent know how Kiosks established and accessible in all children's centres✓ Libraries free internet access✓ Internet pages are monitored for usage
	Ensure that a protocol is established for customer contact staff when referencing information	March 2010				Development of core material for sharing childcare and early years support information
	Ensure that practitioners from statutory and voluntary sectors can access the service directory online in order to make effective referrals to appropriate services	Oct 09				Use of directory is monitored Information gathered regarding telephone contacts Audit completed Information shared at Practitioner forum and PSA events
	Parent consultation regarding information included within audit	Oct 09				Audit completed✓

Commissioning	What tasks need to be done to make this happen?	Target date		Who is responsible	Resource	Performance measure
<b>Working together to identify gaps and priorities for core universal and targeted services, in line with overall commissioning framework for parent support and wider children's services.</b>	A clear understanding of what is being delivered to and for parents, how and when and by whom.	Sept 09		Parenting Strategy Group, Parenting Practitioners & Parenting Commissioner	PSG and PC time	Established data working group✓ Audit completed Clear transparent referral for evidence based training established Practitioner forum established✓
	Funding and delivery arrangements for both adult and children's core universal and targeted services is clarified	March 2010		Parenting Commissioner Parenting Strategy Group,		Think Family budget signed off✓
	All parent support services identify ways of demonstrating or improving effectiveness and acceptability in accordance with relevant NICE Guidelines	March 2010		Parenting Strategy Group and Parent Forum	PSG time	Identified which NICE guidelines Sefton will work towards✓ Ensure guidelines are used in the development of new parenting approaches
	Where locally developed or adapted programmes do not have a recognised evidence base, evaluation processes are developed to assess acceptability and effectiveness using the Think Family quality assurance framework and NAPP commissioning toolkit	March 2010		Parenting Strategy Group, Parenting Practitioners & Parenting Commissioner	Evidence Working group	Developed an evidence based curriculum Establish an evidence working group with multi agency representation✓ Practitioner forum✓ PPET trialled on 3 courses as proposed tool Commissioning guidance established Core evaluation tools shared to ensure sustained positive impact of services

	<p>Health –</p> <p>Reduce levels of smoking</p> <p>Reduce deaths by cardiovascular disease</p> <p>Stem and reverse obesity</p> <p>Stem and reverse levels of alcohol misuse</p> <p>Reduce burden of mental illness</p> <p>Increase prevalence of breastfeeding at 6-8 weeks from birth</p> <p>Prevention of teenage pregnancy</p>	Sept 09	NI 123 53 56 139, 120 119 112	Parenting and Health Commissioners	Commissioner time	<p>Information will be actively promoted to parents</p> <p>Links with health services into children's centres parent groups</p> <p>Indicators and associated interventions are performance managed through the children's trust and the public health partnership</p>
	<p>Staying Safe – clear delivery plan to support parents in keeping their children safe</p>	Sept 09		Parenting Commissioner and LSCB	Safeguarding Forum, PC and QASSO time	<p>Parenting safeguarding delivery plan developed and approved by LSCB</p>
	<p>Establish a co-ordinated well published range of parenting programmes across Sefton to include childcare and transport delivered by highly qualified practitioners</p>	Dec 09		Parenting Strategy Group, Parenting Practitioners & Parenting Commissioner	PSG, PC & Team time	<p>Curriculum of high quality well established parenting programmes developed for Sefton</p> <p>Evidenced based practitioner networks developed</p>
	<p>Ensure contracts and SLAs include the minimum LSCB expectations for safeguarding in relation to training, policy/procedures, governance</p>	Spring 2010		LSCB, Parenting Strategy Group, Parenting Commissioner  Claire Lawson	LSCB Business Manager & PC time	<p>Relevant 'Working Together' Learning outcomes achieved by all responsible for commissioning services for parents.</p> <p>SLA template includes necessary safeguarding elements.</p> <p>Non-statutory Section 11 (Children Act 2004) Audit of commissioned providers</p>

	Develop pilot programmes to explore parenting approaches with target groups	Nov 09	NI 110 111 115 21	Police, Parenting Team, Beverley hall		<b>CSAP</b> – use of Strengthening Families 10-14 course for children identified at risk of substance misuse in Southport area
			NI 101 62	Netherton Family Centre, Netherton Children’s Centre Beverley Hall		<b>Social care</b> – Triple P used with targeted families to support children coming home
			NI 124			<b>ADHD</b> – information and parent programme developed and evaluated
			NI 112	Jo Lloyd TP Coordinator PSA coordinator P2000		<b>Teenage Pregnancy Prevention</b> – Speakeasy parent programme rolled out across targeted primary schools for parents of children pre transition
	Raising parental and family aspirations		NI 116 153 163 91 102 87	PSA Co-ordinator, Extended Services, Family Learning impact fund, Parenting Commissioner Job Centre plus		

	Family Intervention Project (YCAP) FIP established within targeted youth support	Oct 09	NI 110 111 115 21	FIP staff, Housing providers, Anti social behaviour unit.  Contact : John Gibbens		Steering group established with close links between children and adults services✓ Operational group established to ensure service sign up to FIP and referral routes✓ Key workers positions advertised Key posts filled Families identified and referral routes developed
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<p>Deliver training session in relation to the Safe to learn suite of information for schools to enable Parent Support advisors to support anti bullying in schools taking account of the ambitions of the Children's Plan</p>	<p>June 2010</p>	<p>NI 69</p>	<p>Attendance and Welfare Service Manager Anti-Bullying Strategy</p>	<p>A&amp;W time</p>	<p>A reduction in reports of bullying would represent good performance,</p>
<p>Provide a persistent absence workshop for parent support advisors</p>	<p>June 2010</p>		<p>Attendance and Welfare Service Manager School Attendance Strategy</p>	<p>A &amp; W time</p>	<p>Schools will have met their current targets in reducing persistent absence</p> <p>There will be a reduction in the number of persistently absent children</p>