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**To: Health Reform & Public Health Cabinet Committee 5 September 2023
And
Children, Young People and Education Cabinet Committee – 12 September 2023**

Subject: Overarching Report – Public Health and CYPE Key Decisions

Classification: Unrestricted

Past Pathway of report: Decision 22/00094 – Family Hub Transformation Funding
Decision 23/00015 – Family Hub Transformation Funding

Future Pathway of report: Individual Key Decisions

Electoral Division: All

Summary: In October 2021, as part of the Autumn budget, the Government announced £301.75m to transform Start for Life and Family Hub services in 75 upper-tier local authorities across England.

Local authorities were ranked based on Income Deprivation Affecting Children Indices (IDACI).

This metric was selected to best align with the programme's focus of bringing investment to areas with the greatest need. IDACI shows the proportion of children in each area that live in families that are income deprived; those that are in receipt of Income Support, income-based Jobseeker's Allowance, Universal Credit (where no adult is in 'Working – no requirements' conditionality regime), Pension Credit Guarantee or Child Tax Credit below a given threshold.

The Key Decisions relate to the spend on four mandatory areas of activity as outlined by the Department for Education (DfE), they are Early Language and the Home Learning Environment, Parenting Support, Infant feeding and Perinatal Mental Health. The planned decisions build on the prior authority to progress with

Transformation and Design of the Family Hub Model, confirming the specific allocation of the Family Hub Grant funding to approve and enable delivery of the required service developments and improvements, in accordance with the stipulations of the Family Hub agreement with the DfE. The aim of this report is to provide an overarching view of the mandatory areas of activity within the context of the Family Hub model and to explain the connections between the CYPE and Public Health workstreams.

Recommendations:

There are no recommendations attached to this report as this is for information only.

The related Key Decisions are:

- Early Language and the Home Learning Environment (HLE) - CYPE
- Parenting Support - CYPE
- Infant Feeding – Public Health
- Perinatal Mental Health – Public Health

1. Context

- 1.1 In September 2020, Dame Andrea Leadsom MP undertook a review of outcomes for babies and the first 1,001 days of a child's life. Following this review, the Department for Education (DfE) and Department for Health and Social Care (DHSC) developed a framework to support successful and ambitious local authorities (councils) to work with health partners to develop a Start for Life concept and the Family Hub model.
- 1.2 We know that reducing health inequalities and improving health and wellbeing requires organisations to work closely together. KCC's proposal is to integrate youth services, Children's Centre services, Health Visiting and community-based midwifery care, with other key community services into a 0-19 years of age (and up to 25 years of age for young people with special education needs and disabilities [SEND]) countywide service. This will bring services and organisations together to provide a single point of access for family support services.
- 1.3 The 1,001 critical days from conception to the age of two are crucial for development and impact a child's health for the rest of their life. The Start for Life offer targets these first 1,001 days and is part of the core offer that the DfE requires us to provide. This includes parent/carer support with Infant Feeding, Perinatal Mental Health (parents' mental health during pregnancy and the first 12 months after birth) and parent/carer– infant relationships. The DfE Family Hub model fits perfectly into KCC's 'Framing Kent's Future' strategic vision for children, young people, and families. It also supports the wider national and community challenges following the pandemic.
- 1.4 Our goals for Family Hubs are to:

- Offer support to all parents and carers through the Start for Life offer: from the early stages of preparing to become a parent, and throughout the child's first two years
 - Offer support to all children and families from pre birth to adulthood
 - Reduce inequalities in health, wellbeing, and education
 - Create a supported, capable informed workforce who work in partnership with children and their families
 - Ensure children and families are listened to
 - Provide targeted, timely and accessible support to those in greatest need
 - Support teenagers and their parents as the young people move into adulthood
 - Provide services based on evidence and need
- 1.5 Our data shows us that there are differences in outcomes for people across Kent depending upon where they live. This means that we need to take a data-driven approach to how and where we focus services and will need to consider different approaches to engage those children, young people, and their families in the different locations.
- 1.6 A health needs assessment of 0–4-year-olds in Kent published in November 2022 summarised:
- Differences and worsening health outcomes for 0–4-year-old children
 - Services should be for the whole family
 - The approach to prevention of poor health outcomes is inconsistent
 - Services need to identify and meet infant and parental needs
 - We need to understand and focus on infant emotional health and wellbeing
 - The provision of universal and targeted support is inconsistent
- 1.7 These Department for Education sets out minimum expectations for the core services within the Family Hub model, these include:
- Parent-infant relationships and Perinatal Mental Health support
 - Infant feeding support
 - Parenting support
 - Support with early language development and the home learning environment
 - Special Educational Needs and Disabilities (SEND)
 - Safeguarding
- 1.8 These core services are not subject to the outcome of the current consultation as they are core services that we have already committed to developing when funding was agreed, therefore we are able to progress with these four areas without any risk of predetermination. As a result, our four Key Decision reports are being considered in order for us to allocate spend, approve the service development activity and begin with implementation when appropriate. How these updated service arrangements will, in future, fit within the final model of Family Hub delivery will be referenced in the future Key Decision to be taken on the Family Hub arrangements, post consultation.
- 1.9 KCC's proposal is to bring together services currently being run by Children's Centres, Youth Centres, Health Visiting and community-based midwifery care

as a “Family Hub service” alongside a range of other services and partners, (known as the “Family Hub network”) who will support residents to get the help they need.

1.10 The Family Hub network will deliver a full programme of activities in community locations across Kent. This includes universal health provision, specific sessions and groups for children, young people and their families, parenting support and education, and opportunities for early years learning and development. Services will be available in the following three ways:

- Face to face at a Family Hub site
- Elsewhere in the community (e.g., via outreach, a clinical setting, community organisation or a faith setting)
- Digitally - including online information or interactive virtual services

2. Financial Implications

2.1 The financial implications are outlined on the table below.

2.2 We have an agreement with the DfE that we are able to rollover funds from year 1 on the understanding that we spend the funds within this year’s budget.

2.3 The figures for 2024-25 are provisional at present and will be agreed with DfE at a later date.

2.4 To keep the development of the Family Hub model in KCC on track we need to progress key workstreams and expenditure of carried over monies and planned year two expenditure. An important part of this planned is the expenditure outlined in our four Key Decisions. This is necessary to meet delivery targets and access ongoing funding as part of this programme. The decisions confirm the approval of the spend through the lifetime of the grant period under the family Hub Programme.

2.5 Future spends on non-mandatory areas are subject to the Family Hub services consultation and will be decided by further Key Decisions.

Programme Strand	Year 1 Grant	Year 1 Actuals	Roll forward from yr. 1 into yr. 2	Year 2 Grant	Year 3 Grant	TOTAL Grant
	2022-23	2022-23	2023-24	2023-24	2024-25	
Parent-Infant Relationships and Perinatal Mental Health	£654,563	£110,338	£544,225	£1,283,284	£1,224,300	£3,162,147
Parenting Support	£388,475	£20,319	£368,156	£821,790	£821,800	£2,032,065
Infant Feeding	£310,538	£15,000	£295,538	£461,094	£499,700	£1,271,332

Early Language and Home Learning Environment	£554,442	£73,860	£480,582	£529,793	£241,200	£1,325,435
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3. Legal implications

- 3.1 The Council has entered into a Memorandum of Understanding (MoU) in October 2022 with the DfE which creates obligations to meet specific deadlines and timescales set by them or risk losing further funding or funding claw back.
- 3.2 Access to the associated funding of up to £11m, depending on the type and level of transformation activity eventually progressed, is conditional on compliance with the terms of the MoU and demonstration of progress toward an effective Family Hub Model.
- 3.3 Specific contracts and legal agreements will be entered into as necessary across the relevant work areas, under the authority from the decisions. All contracting, procurement or staff changes will be subject to normal KCC governance and regulations.

4. Conclusion

- 4.1 The aim of this report has been to show how the four current Key Decisions, Early Language and the Home Learning Environment, Parenting Support, Perinatal Mental Health and Infant Feeding are key to the Family Hub model and how they sit within the overall vision. KCC has received significantly more funding for the development and transformation of children and family services within the Start for Life and Family Hub model, than any other part of the country. The sheer scale of the transformation and ambition of the authority provide an exciting opportunity to improve the wellbeing of future generations, from birth through to adolescence.

5. Background Documents

- 5.1 Key Decision reports for:
- Early Language and the Home Learning Environment
 - Parenting Support
 - Perinatal Mental Health
 - Infant Feeding

6. Contact details

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