

Communications & Engagement Plan – Family Hubs model

Date last updated	30 th November 2020
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Service	Early Support Service
Service Director/Head of Service sign off	Jo-Anne Sanders Michelle Wheatcroft

Please note this is a working document and will be updated regularly throughout the project

Project overview

The Family Hubs project aim is to develop a new delivery model working towards place-based working, with Family Hubs providing a range of integrated services in local areas for families with children aged 0-19yrs and 25yrs if the young person has a disability.

The proposal will incorporate previous work focussing on the vision to redesign Children’s Centres, building on the work of the current Community Hubs

The overarching principles of the Family Hubs are:

- **Place Based approach:** Bottom-up approach which is shaped by the community voice and builds on and connects with local community assets (including organisations and groups)
- **Accessible and Safe:** An easily accessible ‘walk in service’ in an inclusive, safe and welcoming environment
- **Integrated:** A professional service that is committed to working as a partnership, with truly integrated pathways
- **Whole Family Approach:** A whole family approach is embedded across the service
- **Universal and Targeted Services:** A service that includes a universal offer and targeted provision for those most in need

The Family Hubs will be a ‘place to go’ for children, young people and families when they are in need of help from the time that they know they are having a baby and about to become a parent to transitions into adulthood and beyond.

Supporting the health and development of under 5’s is still an important part of the offer ensuring that children have the ‘Best Start’ and are school ready.

The Family Hubs will provide a range of early support services which will include support with physical, mental and emotional wellbeing, practical advice on keeping children safe, help with education and learning, support with transitions, parenting support and advice, help with home and money. Services may be delivered in ‘groups, in the home or on an individual basis.

Workstreams within the project will include:

- Cabinet/approval process
- Governance structure
- Stakeholder engagement - Design principles of the Family Hubs

- Finance/Budgets
- Delivery and evidencing of outcomes
- Early Support Workforce / locations
- Data requirements – Family Hubs
- Children’s centres – way forward / decommission / change of use DfE
- Core Offer – Family Hubs / commissioning
- Voice of Communities / children
- Family Hub Policies and Procedures
- ESMAP – pilot – proposals

Key aims/messaging

We need to ensure that we are clear and consistent in our messaging to stakeholders:

- This is about investment into early support services, building on existing work and not a restructure or reduction in services
- The vision and principles of the Family Hubs model
- Agreeing shared outcomes for children, young people and their families and developing tools so that these can effectively be measured
- A commitment to working with partners to deliver outcomes
- Building on and refining what was agreed in the 2017 cabinet report
- Working in a place- based way
- Asset based approach

Target audiences /stakeholders

- Children, young people & families
- Early Support staff (inc youth & early years)
- Children’s Social Care
- Senior Leadership teams
- Portfolio Holders - Cllr Viv Kendrick & Cllr Carole Pattison
- Ward Councillors
- MP’s
- Kirklees Council Cabinet
- Children’s Scrutiny panel
- **Kirklees Early Support Partnership:**
 - Kirklees Community Hubs/Schools
 - Kirklees Safeguarding Partnership
 - Community Plus
 - Communities teams
 - Early Years providers
 - KNH/Housing
 - Libraries
 - Health partners
 - Police
 - Voluntary & Community sector
- Kirklees Corporate Landlord/Asset Management
- General public
- Trade Unions

Issues

- Stakeholder understanding of what is new and different from current service model
- Possible concerns from staff who were involved in previous review over possible changes to staffing structures, working locations
- Difficulty in obtaining intelligence to evidence impact on future demand for Children's Social Care
- Long term funding for investment needed to fully develop the model

Project Timelines – high level

Subject to change as dependant on required approval process

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| • Scoping and agreement to proceed | - | September 2020 |
| • Cabinet (inform/good news story) | - | November 2020 |
| • Stakeholder engagement | - | November 2020 - January 2021 |
| • Cabinet approval following engagement | - | February/March 2021 |
| • Implementation phase | - | March - September 2021 |
| • Family Hubs model implemented | - | September/October 2021 |

Scoping & approval to proceed to engagement

Stakeholder	When	How	Notes/Progress	Lead Officer	Status
Elaine McShane's SLT Children's Social Care	14/08/20	Meeting	Share paper on development of Family Hub model	JB/MW/CAS	Completed
Jill Greenfield's SLT Customer, Communities & Integration	14/09/20	Meeting	Share paper on development of Family Hub model	JB/MW/CAS	Completed
Kirklees Safeguarding Children's Partnership (task & finish group)	29/09/20	Meeting	Share paper on development of Family Hubs model	JB/MW	Completed
Trade Unions	01/10/20	Meeting	Informal engagement on Family Hubs model and HR implications	JB/MW/CAS	Completed
Children's Scrutiny panel	01/10/20	Meeting	Share paper on Family Hubs model and update on planned engagement process	JB/MW	Completed
Mel Meggs Children's SLT	13/10/20	Meeting	Request delegated decision from Mel to proceed to engagement on Family Hubs model due to previous decision already being made in 2017 cabinet report. Paper to Mel 1 week before – 06/10/20.	JB/MW/CAS	Completed
Rachel Spencer-Henshall SLT	14/10/20	Meeting	Share paper on development of Family Hub model Meeting at 10.30am (papers due 09/10/20)	JB/CAS	Completed
Children's Portfolio Holders	15/10/20	Meeting	Share paper on Family Hubs model and update on planned engagement process	JB/CAS	Completed
Tom Brailsford's SLT Resources, Improvement & Partnership	28/10/20	Meeting	Share paper on development of Family Hub model Join meeting at 10.30am	JB/CAS	Completed
Children's Capital Board	03/11/20	Meeting	Share paper on Family Hubs model Booked on agenda Papers due 29/10/20	JB/MW/CAS	Completed
Executive Team	01/12/20	Meeting	Share paper on Family Hubs model and update on planned engagement process Booked on agenda Deferred from 20/10/20 papers already submitted Requested feedback by email with deadline of 4 th December	JB/MW/CAS	Completed Requested feedback from ET by email due to item being deferred
Elected Members – LMT	07/12/20	Meeting	Share paper on Family Hubs model and update on planned engagement process Booked on agenda Rescheduled from 26/10 - Papers due by 03/12/20	JB/MW/CAS	Completed
Cabinet	15/12/20	Meeting	To cabinet for information and as a good news story re the investment in early support services in Kirklees No KDN required at this stage as no decision requested – confirmed with Richard Farnhill Papers due by 07/12/20	JAS/JB/MW/CAS	

Stakeholder engagement on Family Hubs model:

- All partners who are involved in the Early Support Partnership

Stakeholder	When	How	Notes/Progress	Lead Officer	Status
Citizens Engagement reference group	01/12/20 15.00 – 16.30	MS Teams	Completed form to be submitted by 23/11/20 - Done	JB/CAS	
Starting Well Theme meeting	05/01/21 11.00 – 12.00	MS Teams	Confirm who is attending with Vicki	TBC	
Early Support staff	06/01.21 13.00 – 13.30	MS Teams	Emailed ESSLT 26/11/20 to request Family Hubs be the focus of this call	JB/MW/CAS	
Locala Team Leaders Meeting	January 21 Time tbc	MS Teams	Update Team Leaders on proposals and ask them to cascade to their teams Email for January meeting dates - joining time TBC	JB/CAS	
Thriving Kirklees Operational Group (TOG)	12/01/21 Join at 11.00	MS Teams	Confirm who is attending with Kerri	JB/CAS	

Stakeholder	When	How	Notes/Progress	Lead Officer	Status
Smoking in pregnancy meeting	12/01/21 13.00 – 14.00	MS Teams	Confirm who is attending with Vicki	TBC	
Best Start Partnership meeting	12/01/21 12.30 – 14.30	MS Teams	Confirm who is attending with Vicki	TBC	
Hub Leaders Network meeting	14/01/21 08.30 – 09.30	MS Teams		JB	
Maternity Voice Partnership: North Kirklees Calderdale & Hudds	21/01/21 12.30 TBC	MS Teams MS Teams	 Emailed to request dates to attend	TBC	
Auntie Pam's	TBC - January	MS Teams Email	Lisa Akester will circulate proposals to volunteers and clients that access the centre to request a date to attend. Lisa to support with organising a focus group in January and providing equipment to volunteers to allow them to attend virtually	TBC	
Thriving Kirklees Co-Production meeting	25/01/21 14.00 – 15.30	MS Teams		TBC	
Wellness Service	TBC	MS Teams	Rob West will get in touch to confirm date we can attend once meetings are set for Jan/Feb 21	TBC	
Public Health Team Meeting	TBC	MS Teams	Emailed BusinessAdmin.PH@kirklees.gov.uk to request a date to attend	TBC	
PCAN	TBC	MS Teams	Emailed to enquire how we can involve PCAN	TBC	
Virtual public engagement session: Dewsbury & Mirfield Batley & Spen Huddersfield Kirklees Rural	TBA	MS Teams	Opportunity for members of the public to ask questions and give their views	TBC (will need a rota)	
Early Support internal staff	Nov 20 – Jan 21	Conf calls Staff briefings Team meetings	Share initial proposals on Family Hub model Ongoing comms and engagement to be planned in to keep informed and updated on progress Add in dates as arranged	MW/JB/JS	
Children's Social Care staff	Nov 20 – Jan 21	Conf calls Staff briefings Team meetings	Share initial proposals on Family Hub model Ongoing comms and engagement to be planned in to keep informed and updated on progress Add in dates as arranged	MW/JB	
Kirklees Community Hub meetings:		MS Teams	Share proposals on Family Hub model to obtain views and respond to queries Emailed 26/11/20 to request dates of hub meetings – will keep me updated with new dates as these are arranged	Community Hub Co-ordinators:	
BBEST: BBEST Hub Group Meeting (Headteachers)	14/01/21	MS Teams		Helene Nalson	
BBEST Multi-Disciplinary	14/01/21				
BBEST Multi-Disciplinary	04/02/21				

Stakeholder	When	How	Notes/Progress	Lead Officer	Status
BBEST Hub Group Meeting (Headteachers)	04/03/21				
BBEST Multi-Disciplinary	25/03/21				
Summers	14/01/21 Time TBC	MS Teams	Summers operational meeting	Rachael Ainsworth	
Spensorough	TBC	MS Teams		Julie Oxley	
Thrive: Dews East DSL/ Hub	28/01/21 1.30pm-2.30pm	MS Teams		TBA	
Dews West DSL/ Hub	27/01/21 11am-12 noon				
Dews South DSL/ Hub	TBC				
Mirfield: Pyramid Heads (School Heads)	15/01/21 09.30 – 10.30	MS Teams	-	Lyndsey Wroe	
DSLs/ Hub	21/01/21 09.30 – 10.30				
ABC	19/01/21 08.30 – 09.30	MS Teams		Andi Briggs	
Salendine Nook	13/01/21 13.00	MS Teams		Claire Hartley	
Colne Valley Aspire	TBC	MS Teams		Lisa Sully	
Holmfirth	TBC	MS Teams		Julie Turner (interim arrangement)	
Bridge	TBC	MS Teams		Alice Thomas (interim arrangement)	
Holme Valley North	18/01/21 13.30	MS Teams		Julie Turner	
Crosland Moor & Lockwood	11/01/21 13.00	MS Teams		Julie Turner	
HD5		MS Teams		Alice Thomas	
Rise		MS Teams		Alice Thomas	
Shine		MS Teams		Alice Thomas	
Castle		MS Teams		Alice Thomas	
Ward Councillors	Nov 20 – Jan 21	Briefings Letter/Emails Phone calls	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	MW/JAS/JB	
Portfolio Holders	Nov 20 – Jan 21	Portfolio holders briefings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	JAS/MW	

Stakeholder	When	How	Notes/Progress	Lead Officer	Status
Children's Scrutiny	Nov 20 – Jan 21	Scrutiny Panel meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	JAS/MW	
MP'S	Nov 20 – Jan 21	Emails Briefings/Phone calls	Share proposals on Family Hub model	JAS/MM/MW	
Community Plus	Nov 20 – Jan 21	Conf calls Staff briefings Team meetings	Share initial proposals on Family Hub model Ongoing comms and engagement to be planned in to keep informed and updated on progress	MW/JB	
Kirklees Safeguarding Children's Partnership (Exec group and Task & Finish group)	Nov 20 – Jan 21	Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries Emailed Sharon Hewitt to request dates that we can attend	MW/JB	
Young People	Nov 20 – Jan 21	YP forums Detached Youth sessions	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries detached youth team	AC/JB/MW	
Parents and Carers	Nov 20 – Jan 21	Questionnaire Information booklet Drop in sessions Focus Groups	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	ES staff	
Voluntary sector organisations	Nov 20 – Jan 21	Questionnaires Focus groups Meetings Phone calls	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries Emailed to ask for involvement – 26/11/20 Emailed TSL to ask for involvement – 26/11/20	MW/JB	
Libraries	Nov 20 – Jan 21	Questionnaire Information booklet Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	MW/JB	
Health providers	Nov 20 – Jan 21	Questionnaire Information booklet Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries Chase for more contacts/meeting	MW/JB	
Communities/General Public	Jan 21 – Feb 21	Online survey Information booklet Drop in sessions Focus Groups Leaflets	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries Virtual sessions to be arranged Online survey	MW/JB	
Police	Nov 20 – Jan 21	Questionnaire Information booklet Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	MW/JB	
KNH/Housing	Nov 20 – Jan 21	Questionnaire Information booklet Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries	MW/JB	
Early Years providers	Nov 20 – Jan 21	Questionnaire Information booklet Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries Speak to Rachael Singleton	MW/JB/RS	
Current multi-agency meetings: <ul style="list-style-type: none"> ESMAP Current multi agency MST 	Nov 20 – Jan 21 (dates of individual meetings TBC)	Meetings	Share proposals on Family Hub model Engagement activity to obtain views, seek input and respond to queries		

Cabinet process following engagement process

Stakeholder	When	Who	How	Notes/Progress	Status
Mel Meggs Children's SLT	TBC	JB/MW/CAS	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity Request sign off and permission to proceed on cabinet flightpath	
Jo-Anne Sanders SLT Learning & Early Support	TBC	JB/MW	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity	
Elaine McShane's SLT Children's Social Care	TBC	JB/MW	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity	
Tom Brailsford's SLT Resources, Improvement & Partnership	TBC	JB/MW	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity	
Jill Greenfield's SLT Customer, Communities & Integration	TBC	MW/JB	Meeting		
Kirklees Safeguarding Children's Partnership (task & finish group)	TBC	MW/JB	Meeting		
Executive Team	February (date tbc)	MW/JB	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity Request sign off and permission to proceed on cabinet flightpath	
Children's Portfolio Holders	February (date tbc)	MW/JB	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity	
Elected Members - LMT	February (date tbc)	MW/JB	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity	
Children's Scrutiny panel	TBC	MW/JB/JAS	Meeting	Share report showing final proposals and timeline for planned implementation including findings from engagement activity	
Cabinet	February 21 (dates not published as yet)	MW/JB	Meeting	Final report on Family Hubs including financial plan and outcome from period of engagement Request permission to proceed to implementation	

Implementation

Stakeholder	When	Who	How	Notes/Progress	Status
DfE				Begin discussions on changes to Children Centres and clawback implications	
Asset Management/Corporate Landlord					
Staff					
Partners					
Elected members					
VCS					
Trade Unions					