Payment by Results in Blackpool

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Payment by Results for Children Centres

Context of Blackpool

- One of the smallest Unitary Authorities, population of circa 140,000
- Blackpool is synonymous with fun and enjoyment. It is England's largest and most popular seaside resort with approximately 10 million visitors annually.
- The 6th most deprived local authority in the 2010 Index of Multiple Deprivation
- Blackpool residents earn the lowest average wage in the UK
- Blackpool residents have a lower life expectancy than national average and spend a smaller proportion of their shorter lifespan healthy and disability-free
- Blackpool has high pupil mobility, with about 16.0% of pupils leaving or joining Blackpool Primary schools at non-routine times and about 13.0% in Secondary schools during the 2009/10 academic year

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Children’s Centres in Blackpool

11 Children’s Centres (9 school based)

2 Hubs with the other Children’s Centres in their locality

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7 Children's Centres have been inspected (March 2012)

5 Outstanding

2 Good

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- The Local Authority are heavily committed to Children's Centres
- See them as a valuable resource
- Big emphasis on early years health, well-being and education.

- Total budget spend on Children's Centres in 2011/12 – £3.1 million
- Increased 3% in 2012/13

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Payment by Results – what is it?

- Government initiative led by the DfE
- £3m across 27 LAs over 18 months. Started Sept 2011, due to finish March 2013 but DfE considering extending.
- Test how to reward children's centres and local authorities, based on how well they reach and support vulnerable families.
- The trials are being undertaken between LAs and CCs and model what the payments may be like going forward
- No actual PbRs took place during 2011/12 but modelling will take place during 2012/13
- Baselines put in place and data gathered.

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- Children's Centres are the vehicle for provision of early intervention for 0-13s – main focus 0-5s
- Universal provision with targeted and intensive support for families
- Pre-school provision on site
- Outreach Workers (under Parenting Team) undertake Level 2 support
- Family Support (recently brought back in-house) undertake Level 3a and 3b
- Strong links with Health across each Centre (Health Early Implementer site)

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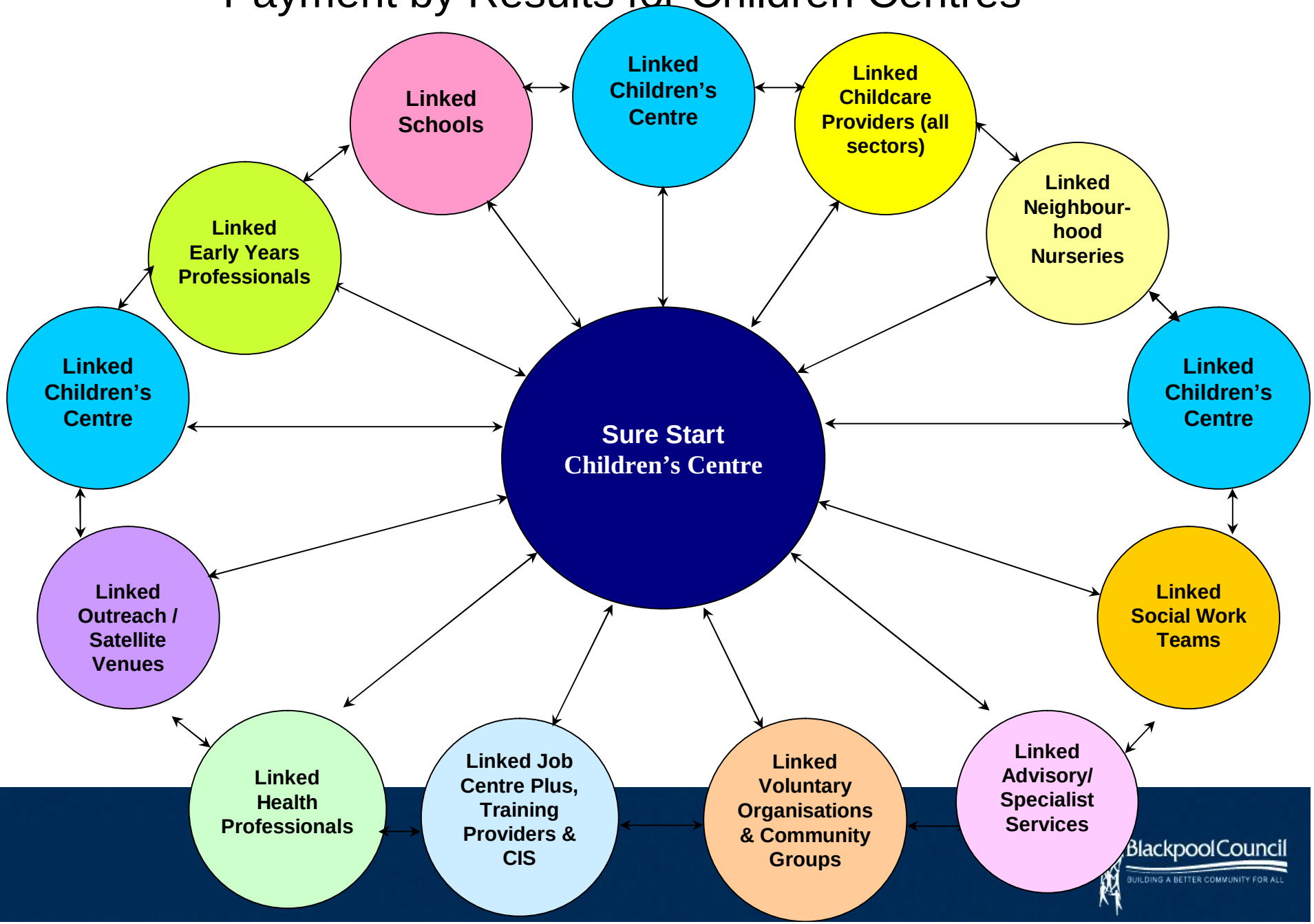

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Five areas for focus

- Child Development & School Readiness
- Parenting Aspiration, Self-esteem and Skills
- Family Health & Well-being
- Cross Cutting Themes – developing the data base and data management
- Unit costing

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Child Development & School Readiness

Outcome - Attendance at the CC Nurseries has improved for children living in the bottom 10%, 20% and 30% most deprived areas.

- Children in the pre-school year have improved communication skills and fewer are at risk of communication delay when moving on to school

Success Criteria - Increase in attendance at nursery of 2% on baseline figure

- 50% of those in the pre-school year at risk of communication delay have moved to at least expected level from the baseline

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Parenting Aspiration, Self-esteem and Skills (links to the Community Budgets project and Family Champions pilot)

Outcome - Parents show an increase in aspirations & more take up paid employment

Success Criteria

- 5 families in each centre are moving forward on the Journey to Change pathway to paid employment (links to Family Champions and the ESF Family Employment Advisers);
- A target of moving each family forward by at least 25%.
- Currently looking at attendance at Parenting courses

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Journey to Change

Journey to Change
6 areas

Motivation
Aspirations
Social Networks and Relationships
Meaningful use of time
Self Esteem
Managing Money

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Family Health & Well-being (links to the Health Early Implementer (HEI) Pilot)

Outcome - PbR and Early Implementer Site (EIS) work together to support data management and data sharing

Success Criteria - PbR & EIS are working together to look at data management in relation to CC requirements

- Health Early Implementer provides the CCs with the data needed

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Cross Cutting Themes – database development

Outcome – Database developed so fit for purpose

Success criteria - Database developed; Staff fully trained; Protocol embedded

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Unit Costing

Outcome - Unit Costing approach explored and implemented

Success criteria - CCs provide value for money

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- Multi-agency Steering group has been set up – ensuring all involved
- All Children's Centres are on board and enthusiastic
- There have been many challenges – e.g. definitions, avoiding perverse incentives
- Specific targets have been set this year locally and modelling Payment by Results

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Draft National Targets

- An increase in breastfeeding prevalence at 6-8 weeks in the local authority area over a 1 year period.
- Narrowing the gap between the proportion of pupils achieving a good level of development (in the Early Years Foundation Stage Profile) that are eligible for free school meals and those that are not.
- Increase the proportion of disadvantaged 2 year old children taking up early education paid for by the local authority
- Percentage of families in greatest need having sustained contact with children's centre services in the local authority area over the period 1st April 2012 to 31st March 2013.
- Increase the proportion of parents completing targeted evidenced based parenting programmes.
- Increase the take up of early education for disadvantaged three year olds (no target for this as yet as DfE not sure how to measure it)

Payment by Results for Children Centres

Blackpool is very committed to its Children's Centres

Feel Children's Centres are an important initiative to preparing children for the future – for their health, well-being and education

Blackpool has been a positive participant in Payment by Results initiative – some reservations.