

COSTING THE PARENTING SUPPORT STRATEGY

Report to CYPSP Executive May 19th 2008 by Sue Miller Parenting Commissioner (updates May 30th)

What is the Parenting Support Strategy?

All local authorities were required to develop Parenting Support Strategies by March 2008 that would assess need for parenting support, identify gaps in services, ensure that parenting support is appropriately reflected in CYP Plan, is coordinated and delivered across agencies. The intended end point is a strategic and integrated continuum of support for parents.

What is the position in Newcastle?

Newcastle's Parenting Support Strategy and Action Plan were ratified by the CYPSP Executive in December 2007. An 'easy read' version was produced in March 2008 and has been widely distributed through partner agencies.

What support does Newcastle have for taking the Action Plan forward?

Under the leadership of the Parenting Commissioner, Newcastle has been chosen to be one of a group of 18 local authorities to be part of a national 12 month DCSF programme, the Parent Implementation Project (PIP) that is developing a toolkit of approaches to help local authorities to take forward Parenting Support Strategy Action Plans nationally. Newcastle has been asked to focus particularly on:

- governance arrangements- how decisions about spend on parenting support are made and who makes them
- implementation- developing a better understanding of what parenting interventions are more effective in preventing children from entering the looked after system, with particular reference to parenting programmes
- workforce development: identifying features of a development programme to achieve an effective parenting practitioner workforce

What arrangements do we have in place currently to take forward the Action Plan in Newcastle?

A Parent Advisory Group (PAG), consisting of representatives from all partner agencies has been identified and will meet quarterly. This group will monitor the delivery of the Action Plan and has begun to identify measures for each of the 10 Action Points using a 'Turning the Curve' approach. They are clarifying measures which relate to targeted parenting support activities that have the most credible chance of making the greatest impact on children that we know are being parented in situations likely to lead to poor outcomes and asking:

- How much is being done?
- How well is it being done?
- How many people are better off?
- What % of people are better off?

A report card will be developed and available with the key agreed measures from July 2008. It is proposed that the group will report annually on progress against this report card through the Parenting Commissioner to the CYPSP Executive

What resources are available to deliver the Parenting Support Strategy Action Plan?

There are 4 main types of resources available to deliver parenting support in the City:

- Ring fenced funding eg Parenting Support Grant (which includes Parent Early Intervention Programme) and funding from NCC for Parenting Commissioner

- Staff time specifically allocated to delivering parenting programmes eg Incredible Years, Strengthening Families and Triple P
- Staff time embedded within a very wide range of roles where parenting support forms a part or all of their job description eg PSAs ESWs, Health Visitors etcetera
- Informal parenting support delivered within communities by family, friends and volunteers

Funding and resources: Describe the ring fenced Parenting Support Grant (including PEIP) and funding for Parenting Commissioner

The ring fenced Parenting Support Grant must be used for::

Parenting Practitioners(2 posts)	2008-9	2009-10	2010-11
	£100,000	£100,000	£100,000

One of these practitioners is in post and is working at Tiers 3-4, the second will be recruited and will work at Tiers 2-3. They will each have significant responsibilities for quality assurance and oversight of parenting support work

Parenting Early Intervention Programme	2008-9	2009-10	2010-11
	£191,000	£190,000	£74,000

This is ring fenced funding to provide targeted evidence based parenting programmes for parents of 8-13 year olds. A specification for the work is being developed which focuses on the outcomes that are needed with the support of the local authority's procurement team and we hope to be going to the marketplace with this later this month. The funding cannot be used to fund Parent Support Advisers

Parenting Commissioner

Newcastle City Council Children's Services funds the post of Parenting Commissioner, which is a statutory responsibility

Funding and resources: Describe the staff time specifically allocated to parenting programmes

We are building a virtual team of parenting practitioners that have been trained in delivering the government's 3 identified parenting programmes: Incredible Years, Strengthening Families and Triple P. There are parenting practitioners within the City with expertise in delivering other parenting programmes. We already have an early evidence base that shows the impact of attendance at these programmes on improvement in attendance, reduction in anti social behaviour and numbers coming into the looked after system. Generally these parenting programmes are currently happening intermittently and are not coordinated. A Citywide timetable of parenting programmes to remedy this is in development and should be available from September. The aim is to have a range of well established, high quality parenting programmes for different parenting stages and situations available across the City that parents in vulnerable circumstances can be directed to. In accordance with the terms and conditions of the grant, the PEIP funding will be used to develop and further establish these.

Funding and resources: Describe the staff time embedded within a wide range of roles

The amount of funding that is contained in this element, is significant but as yet not quantified. It represents by far the largest resource that is available to support parents in a number of different ways. A very wide range of practitioners provide parenting support as part of their 'day jobs.' For example, the LA received funding specifically to develop a Parent Support Advisors pilot which will end in July 2008. Schools are currently in discussions about how they will sustain some if not all of this resource through a combination of different funding streams including Extended Services, Children's Fund and other sources.

Parent Support Advisers Pilot

July 2006-July 2008

£1,200,000

Parenting support that is embedded within this wide range of roles is uncoordinated, we know very little about what is effective or ineffective and why and there is no recognized professional development pathway for parenting practitioners. This has been identified nationally as a key area for development by the National Academy for Parenting Practitioners (NAPP) and workforce reform was the major issue raised in the consultation for the development of the Parenting Support Strategy. This is a main focus in our Think Family approach.

We have already supported 18 practitioners in Newcastle through the Working With Parents course delivered by NAPP and we are identifying a training pathway for parenting practitioners (whatever their job title) that will be differentiated depending on the specific demands of each individual's role. Taking this forward will be a key focus of the role of the second senior parenting practitioner when s/he is in post.

Funding and resources: Describe the informal parenting support delivered within communities

The most likely and accessible place for parents to receive support for their parenting is in communities through informal advice, practical help, guidance, modeling offered by friends and family members. This is one of the most difficult areas for service providers to influence and takes us into debates about what is culturally acceptable or viewed as 'good enough' parenting and where the responsibility of government-both locally and centrally-and service providers lie in facilitating this. The Parenting Support Strategy has 3 action points (8,9 and 10) that are particularly relevant for this and move us into areas of challenging parents to recognize their responsibilities as parents and supporting them to fulfill these.

Tiers of parenting support

We are establishing a clearer picture of the existing resources available to parenting support at Tier 1 (universal), Tiers 2/3 (targeted), Tier 4 (specialist) across the City. Our performance monitoring will help us understand impact of activities on outcomes for children and enable us to consider how we reshape these services to be more effective in reaching vulnerable families

How are we allocating resources to each of the themes in the Parenting Support Strategy Action Plan?

Themes	Resources 2008-9	Resources 2009-10	Resources 2010-11	Sources
Theme 1 Staff trained and supported to work effectively with parents	£50,000 £50,000	£50,000 £50,000	£50,000 £50,000	Ring fenced Parent Support Grant
Theme 2 Information about parenting support is available to all	Family Information Service	Family Information Service	Family Information Service	Children's Services: Newcastle City Council
Theme 3 Gaps in parenting support are known and being addressed	Children's Trust partners	Children's Trust partners	Children's Trust partners	All partners, Children's Fund, Extended Services grant, PSA pilot (till July 2008), other

Theme 4 Priorities in Newcastle Plan for Children and Young People (Parenting)	Parenting Commissioner	Parenting Commissioner	Parenting Commissioner	Children's Services: Newcastle City Council
Theme 5 Views of parents, carers, children and young people help to shape future services	Parents and carers participation	Parents and carers participation	Parents and carers participation	All partners Informal support
Theme 6 Parents in vulnerable circumstances use parenting support sooner	Common Assessment Framework	Common Assessment Framework	Common Assessment Framework	All partners Informal support
Theme 7 Parenting support programmes delivered by highly trained practitioners	£191,000	£190,000	£74,000	Ring fenced Parent Support Grant
Theme 8 Parents better able to encourage their children to enjoy positive play and leisure time	Children's Centres and others	Children's Centres and others	Children's Centres and others	All partners Informal support
Theme 9 Parents who experience tensions due to different cultural practices get support	LSCB	LSCB	LSCB	All partners
Theme 10 messages in the media promote what parenting in Newcastle is really like	Marketing and communications	Marketing and communications	Marketing and communications	Newcastle City Council