

## FLINTSHIRE COUNTY COUNCIL

**REPORT TO:**           **CABINET**

**DATE:**               **TUESDAY, 18 MARCH 2014**

**REPORT BY:**       **DIRECTOR OF COMMUNITY SERVICES**

**SUBJECT:**           **FLYING START DEVELOPMENT**

### **1.00 PURPOSE OF REPORT**

- 1.01 To provide Cabinet with an update in relation to the expansion and delivery of the Flying Start Programme in Flintshire and to seek approval for the proposals for the next stage of the expansion.

### **2.00 BACKGROUND**

#### **The National Context**

- 2.01 Flying Start is targeted at 0-3 year olds in the most disadvantaged communities in Wales. It is a prescriptive programme providing access to free part-time quality childcare, an enhanced Health Visiting service, access to Parenting Programmes and Language and Play sessions, to offer preventative interventions that influence and improve outcomes for children. These are a "universal" set of entitlements which all children and their families within designated target areas can access without means testing. International evidence indicates that intensive intervention in the early years can make a real difference to outcomes in the longer term.
- 2.02 The expansion of Flying Start is one of the top 'Five for a Fairer Future' manifesto commitments of the Welsh Government. The expansion of the programme is phased over a number of years to allow for the necessary infrastructure to be put in place, including the recruitment and training of additional health visitors; childcare workers and staff to deliver parenting programmes. The phasing of the expansion will also enable the development of capital infrastructure, and in particular additional childcare settings, to deliver the programme in its new target areas.
- 2.03 The basis for targeting this expansion has been agreed by Ministers and is to be linked to concentrations of 0-3 year olds living in income benefit households. This means that the expanded programme must be targeted in those areas with the highest proportion of 0-3 year olds living in income benefit households.
- 2.04 It is recognised that doubling the size of the Flying Start programme cannot be delivered using revenue alone. There is a strong interdependence in this

programme between capital investment and revenue spends.

## 2.05 Flintshire Flying Start

In Flintshire, between 2006 and 2012 Flying Start was delivered in four target areas to a capped number of 743 children:

LSOA	School Catchment	Team Base
Higher Shotton & Aston	Queensferry Primary & St Ethelwolds	Aston Family Centre
Connah's Quay Central	Bryn Deva Primary	Aston Family Centre
Flint	Gwynedd Primary	Flying Start Centre, Flint
Greenfield	Maes Glas Primary	Greenfield Business Centre & Youth Centre

## 2.06 In December 2012 Cabinet approved the Flying Start Strategic Plan 2012-2015. This plan proposed expansion into the following areas:

Cap = 1078 (2013-2014)		Cap = 1274 (2014-2015)	
Expansion of 335 children		Expansion of 196 children	
AREA	0-3 YEAR OLDS	AREA	0-3 YEAR OLDS
Holywell Central	107	Queensferry	90
Sealand 2	92	Mancot 2	75
Mold West 1	69		
Buckley Bistre West 3	40		
Total	308		165

The areas are within the LSOAs identified as having the highest concentration of 0-3 year olds living in income benefit households. When further work was done to define the exact numbers of 0-3 year olds living in the proposed areas the cap number for 2013-2014 was reached by providing services in Holywell, Sealand and Mold.

## 2.07 Each area has a co-located multi-disciplinary locality team made up of the following roles:

- Health Visitors
- Family workers
- Parenting workers
- Teacher
- Clerical assistant

Each locality team has a workbase located within or close to the Flying Start target area. All team members deliver in their designated localities but can also be deployed to work in other Flying Start areas as an ethos of team working across the project has been developed.

2.08 By 31st March 2014 1078 children will be accessing the four prescribed entitlements and benefiting from the Flying Start Programme. The programme is monitored for service activity on a termly basis and each local authority is currently benchmarked for the health visiting entitlement and the childcare entitlement. During 2013-2014 benchmarking will be introduced for all four entitlements. The details of Flintshire's performance against other local authorities can be seen in the first release of the national data bulletin which is attached as an appendix to this report.

### **3.00 CONSIDERATIONS**

3.01 During 2014-2015 the Flying Start Programme will have to expand from providing services to 1,078 children to 1,274 children and during 2015-2016 to 1,407 children. Welsh Government have provided current data relating to the 0-3 year olds living in income benefit households. The expectation is that services must be targeted in those areas with the highest proportion of 0-3 year olds living in income benefit households.

In order to meet this criteria the proposal is that the expansion would focus on :

Cap = 1274 (2014-2015)		Cap = 1407 (2015-2016)	
Expansion of 196 children		Expansion of 133 children	
AREA	0-3 YEAR OLDS	AREA	0-3 YEAR OLDS
Queensferry	90	This will depend on income benefit data provided by WG.	
Mancot 2	75		
Connah's Quay Golftyn 4	31		
Total	196		

### **4.00 RECOMMENDATIONS**

4.01 That Cabinet consider and approve the proposal for the further expansion of the Flying Start programme.

### **5.00 FINANCIAL IMPLICATIONS**

5.01 There are no immediate financial implications for Flintshire County Council as the Flying Start Programme is 100% funded by a Welsh Government Specific Grant. The grant is administered by the local authority as the accountable body.

## **6.00 ANTI POVERTY IMPACT**

6.01 The aim of the Flying Start Programme is to mitigate against the effects of poverty on the outcomes for children. The Flying Start Programme is a key feature of the Welsh Assembly Government's Child Poverty Strategy.

## **7.00 ENVIRONMENTAL IMPACT**

7.01 No impact resulting directly from this report.

## **8.00 EQUALITIES IMPACT**

8.01 The Flying Start Programme aims to reduce inequalities as defined in the Child Poverty Strategy 2011. It is a programme of universal and targeted services which are delivered in target geographical areas. As the provision is universal at the point of delivery it is equitable for all families in the targeted area.

## **9.00 PERSONNEL IMPLICATIONS**

9.01 In preparation for the expansion of Flying Start during 2013-2014 staff were deployed in locality teams. The recent and planned expansion of the Flying Start Programme has required the recruitment of a number of new and additional staff members. During 2014-2015 will see further expansion and the need to recruit to a number of new posts within the teams. The stringent controls relating to recruitment are proving challenging to the delivery of the programme.

## **10.00 CONSULTATION REQUIRED**

10.01 No requirement for consultation as a result of this report.

## **11.00 CONSULTATION UNDERTAKEN**

11.01 No requirement for consultation as a result of this report.

## **12.00 APPENDICES**

12.01 Flying Start Summary Statistics 2012-2013 (First Release September 2013)

### **LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT) 1985 BACKGROUND DOCUMENTS**

1. Welsh Government Flying Start Guidance 2012
2. Flintshire Flying Start Strategic Plan 2012-2015

### 3.Flying Start Summary Statistics September 2013

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