

Family Information Service

2012 – 2013 Annual Report



*“I would like to say thank you for your help you gave me. You were very quick to see me which I was very grateful for as i didn't allow much time to be seen to before my due date.”
Information & Advice Officer feedback*

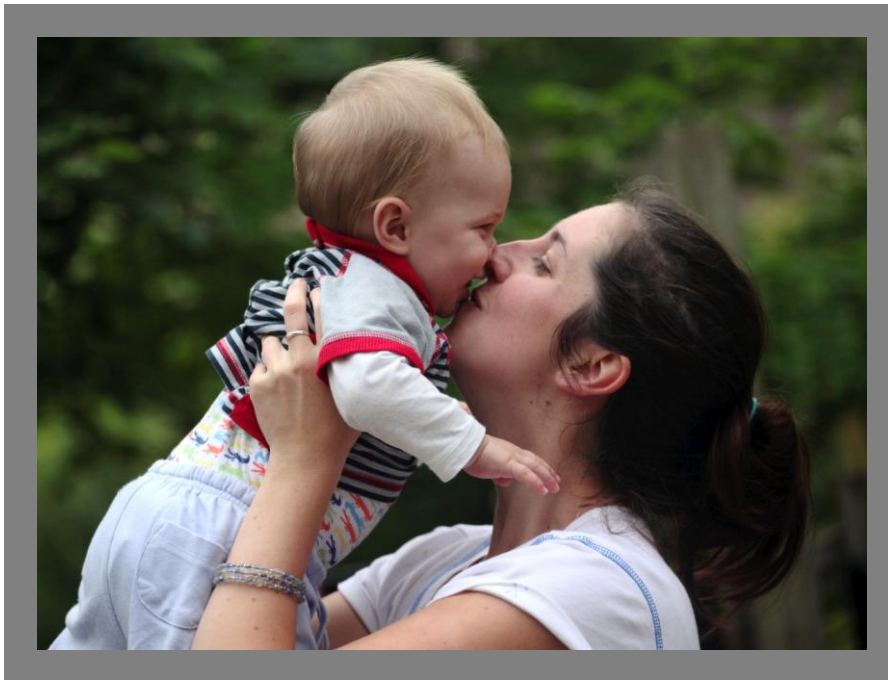


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1. BACKGROUND & CONTEXT TO THE FAMILY INFORMATION SERVICE

The Family Information Service was developed to address Section 12 of the Childcare Act 2006; to provide information, advice and assistance to parents and to ensure parents and prospective parents can access the full range of information they may need to support their children physically, emotionally and socially.

The ethos of our Service is both proactive in reaching those parents who might otherwise have difficulty accessing information and inclusive; targeting parents and prospective parents including fathers, mothers, absent parents, foster parents and others caring for a child.

Previously the Service remit extended up to a young person's 20th birthday. However due to new legislation currently being implemented around the funding of disabled children and young people and those with special educational needs (SEN provision), the remit of FIS is due to be extended. This will mean the remit of FIS will include a wider demographic; from birth to 25 years old and there will also be an additional requirement to provide information around areas such as education, health and social care, which will need to be considered when developing the Local Offer. This new Government approach aims to enable parents and young people to see more clearly what services are available in their area and how to access them; thus giving more autonomy regarding how their funding is spent.

It is likely that Government will require local authorities to produce a set of guidelines, which have been termed the 'Local Offer'. Children, young people, parents, carers and a variety of local services such as schools, colleges and health and social care agencies will be involved with its development. Included in the local offer should be a framework for educational, social care and health provision, which were previously provided directly by local authorities.

This changing landscape presents particular challenges to the Family Information Service not least because there are so many unknowns at this time. However, what is certain is that as the Councils specialist advisory service, we will have a pivotal role in disseminating information and guidelines to families who are concerned about the changes and need some support in negotiating this new legislation. For further information regarding the SEND Reform, please refer to Appendix 2 and 3 on pages 19-20.)

2. ENQUIRY HANDLING & CUSTOMER CONTACT



During 2012/13, FIS recorded **30,682** contacts from members of the public. This figure has risen significantly since 2011/12 where the team logged 25,248 contacts, representing a 21.5% increase in the number of contacts within the last financial year compared to the previous year's figures. Furthermore on a more qualitative basis, members of the FIS reported that there was a significantly higher number of 'complex cases' which demand more time and expertise.

To illustrate the gravity of this figure, the 2011 Census population estimates of England and Wales, Bath & North East Somerset had a total population of 176,016, with under 20 years olds estimated at 40,788 (or 23.2% of the total population).

A logged contact is:

- anyone who contacts the service for information via telephone, email, text or in person
 - anyone who requests information at an outreach event, meeting or forum
 - anyone who attends and receives information at an outreach event (e.g. information pack) or as part of a promotional event
-
- **2489** Helpline, email, telephone and text contacts including quick calls (up from 2144 in 2011/12)
 - **26563** Outreach level 1 & 2 enquiries and contacts (up from 22425 in 2011/12)
 - **1630** Outreach (including Information and Advice and Support for Families with a Disabled child) level 3 & 4 enquiries (up from 679 in 2011/12)

As mentioned in last year's report, we have developed a more consistent recording methodology and reporting ethos within the team, which has enabled us to effectively compare last year's figures to this financial year. This has helped identify areas of 'growth' and also where the team could further develop.

Research produced by the Citizens Advice Bureau suggests that individuals and families on lower incomes are less likely to have access to a landline. As such, this year we advertised our local rate phone number alongside our 0800 number to encourage those who would like to contact us by mobile phone to do so.

FIS Online



Handling contacts combines work from the Outreach team, Development Worker for disabled children and the Information and Advice Officer along with direct support from the Information Team. In addition to dealing with customer contacts and queries, we have also had a significant increase in the number of people accessing information directly through the web. This year, in addition to 1Big Database, the Rainbow Resource and the FIS Bath & North East Somerset web pages, we have also developed a significant Facebook presence, which we have used to advertise family and child-centered initiatives and gain feedback from members who have viewed the Family Information Service's profile and signed up to receiving updates and alerts from the Service.

During the last financial year the Bath & North East Somerset Council website went through some considerable redesign, which meant we were unable to accurately record web activity during this period. With the new website now in place (which is more user-friendly and also more accessible to new technology, smart phones and tablets) and with the help of Google analytics, we have established that in 2012/13 we achieved an average of almost 3,000 hits per month (a decline of 70% in a two-year period).

In the last three months of the financial year our Facebook profile achieved almost **50,000 hits**. Additionally we also received in excess of **20,000 visits per month** to the Bath & North East Somerset maintained section of the **1 Big Database website (1BD)** during 2012/13. This represents a rise of 4,000 visits per month since 2011/12 and an incredible rise of over 12,000 hits per month since 2010/11. (For further information on our Facebook initiative, please refer to section 4, 'New initiatives' on page 7.)

Following the success of 1BD, an inclusion portal called the Rainbow Resource was developed specifically to provide information to families with disabled children. Since its development in December 2012, we have received over 3,330 visits, averaging over 1,000 visits per month. The development of this 'inclusion portal' also involved improved search functionality and the design of a 'smart phone' view for 1 Big Database and Rainbow Resource, which resulted from customer feedback.

In line with last year's figures, of the total logged contacts to FIS, **62% of the contact was directly from a family member**, **25%** was via a professional or intermediary (last year accounted for 23%) and **13%** was recorded as 'other' (last year this came to 15%) During the last financial year, the Family Information Service has carried out considerable work with professionals who work with families; offering support and advice and strengthening our professional network, which may explain some increase in this area.

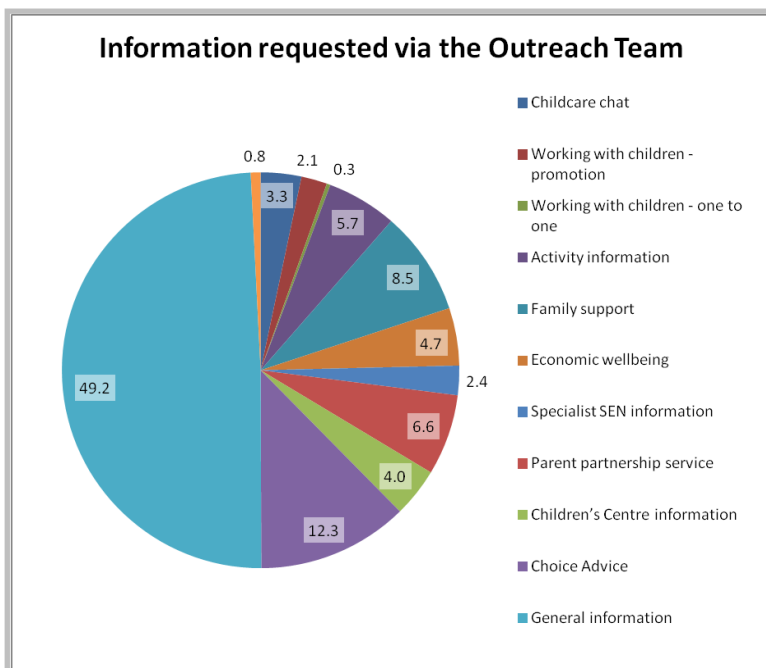
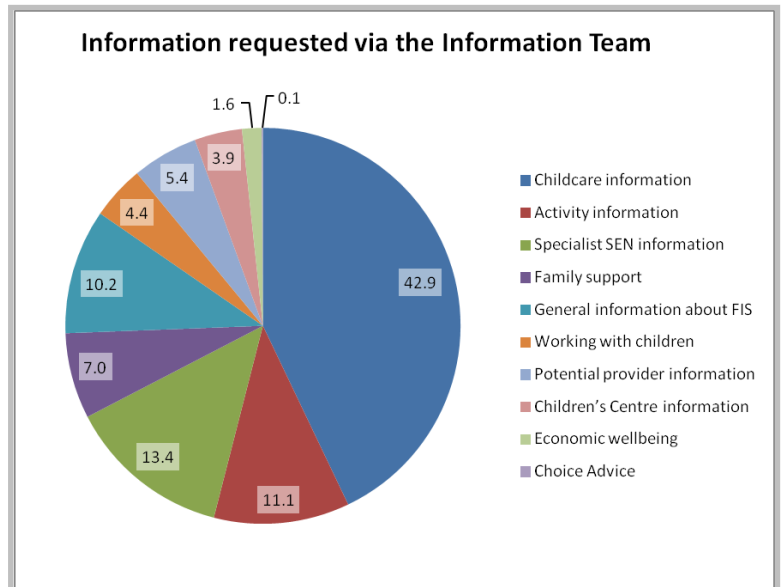
3. WHAT INFORMATION CUSTOMERS REQUESTED & HOW THEY ENGAGED WITH FIS

Information requested directly by families and intermediaries through the Information Team was broken down in the following way. The Information Team pie charts below illustrates that although childcare information still features as the most popular request, there is also a good spread of information delivery – a package of ‘general information’ leaflets and web links is the universal offer.

From the Information Team:

(inc. % increase/decrease since 2011/12)

Childcare	42.9% (-1.2%)
Activity information	11.1% (-3%)
Specialist SEN information	13.4% (+2.9%)
General information	10.2% (+2.2%)
Family support	7.0% (-0.7%)
Working with children	4.4% (-2.3%)
Children’s Centre information	3.9% (-0.2%)
Potential Provider	5.4% (+1.7%)
Economic wellbeing	1.6% (+0.7%)
Choice Advice	0.1% (-0.5%)



From the Outreach Team:

(inc. % increase/decrease since 2011/12)

Childcare chat	3.3% (+0.8%)
Working with children	2.4% (-0.1%)
Activity information	5.7% (-10.5%)
Family support	8.5% (+0.8%)
Economic wellbeing	4.7% (+1.6%)
Specialist SEN information	2.4% (-0.1%)
Parent Partnership	6.6% (+6.6%)
General information	49.2% (-10.1%)
Children’s Centre info.	4.0% (-0.1%)
Choice Advice	12.3% (+10.7%)
Info. & advice sessions	0.8% (+0.2%)

4. NEW INITIATIVES



Increasing our web presence through Facebook has been pivotal in enabling the service to mass advertise events and initiatives to a wider audience, which long-term could potentially save time and money by limiting the amount of printing needed and therefore also postal costs. Facebook has already and will continue to enable FIS to further develop links with local and national organisations by linking to their campaigns and events; initiatives such as those currently being spearheaded by the NSPCC, the National Autistic Society or the Citizens advice Bureau (CAB) for example. These links will ultimately benefit local residents who have chosen to 'like' our Facebook pages and will therefore have access to the information being disseminated by the Service.

Initiatives that appear to have sparked particular interest over the last financial year include the summer activities booklet (119 'likes') the SEN Autistic Social Group (284 'likes'), the Keynsham Town Council Graffiti Project (222 'likes') and the Incredible Years Success (174 'likes').

The additional benefit of developing a Facebook presence in addition to the B&NES Council web pages is the increased opportunity Facebook offers to interact with the public; providing a direct line to parents and the potential to receive feedback on services and projects. There is a significant amount of analytics available related to our Facebook page that we intend to utilise further over the coming year, which could help direct which events and initiatives that we choose to advertise further.

The Special Education Needs and Disability (SEND) Reform presents a number of challenges for families and for the Family Information Service, which is discussed further in Appendix 2 and 3 on pages 19-20. As the information need from this sector of the public will undoubtedly increase, so should the methods that we use to engage families. Facebook offers an excellent opportunity for this demographic to be able to interact with FIS and with other families and as such, could be extremely beneficial.



5. HOW CUSTOMERS RATED THE FIS SERVICE



Enquirers are encouraged to offer feedback and evaluation on our service; on average 7% of evaluations were completed and returned. However, a further 234 email responses were received thanking FIS for the usefulness of information and its promptness. In total:

- 99.7% of the replies rated the FIS service well
- 0.3% of the replies rated the service as less than satisfactory (*this equates to 1 response out of 302*)

Of the customers who responded with a formal evaluation 100% felt they were fairly treated in their dealings with FIS

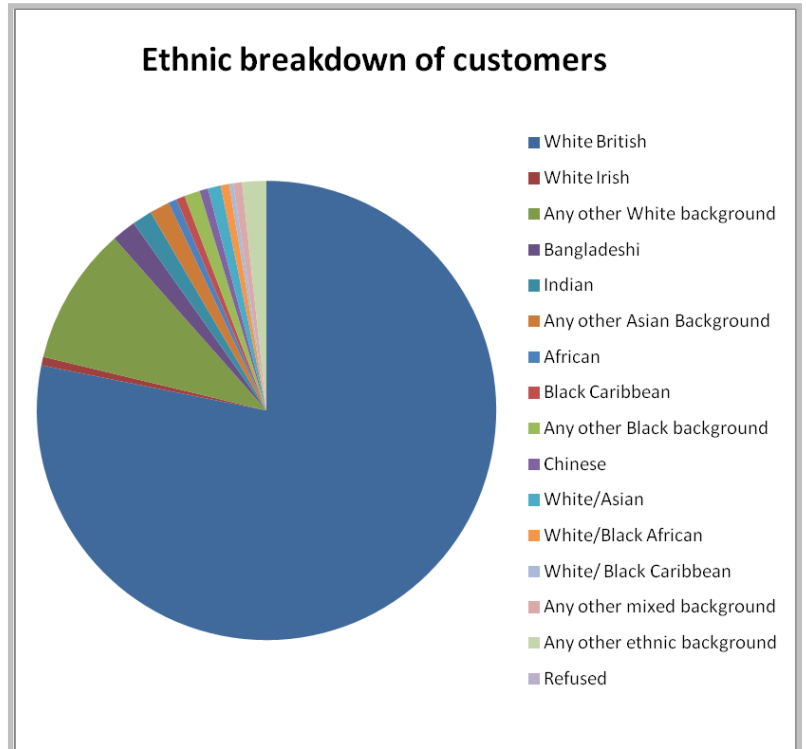
This is an improvement since last year where during the summer of 2011, a short service evaluation was sent to professionals asking them about their experiences of FIS. There was an 8% return rate. Of these responses, 90% stated they had been able to contact FIS easily. 88% of responses said FIS replies were useful, clear and timely.

To overcome the difficulty in gaining feedback from customers, this financial year we focused on targeting the opinions of new parents through a 'New Parents Survey' (please refer to appendix 3.). Based on the packs that are provided to them by FIS, in the future we would like to involve Health Visitor Assistants gathering information about whether they received the new parent packs, how helpful they were and how they could be improved for example. This initiative could also potentially incorporate Facebook and Twitter as a means to respond thus linking with other current endeavors being pursued by FIS and the wider Council.

6. CUSTOMER ETHNICITY

The following graph is an ethnic breakdown of the customers who contacted FIS in 2012/13. This demonstrates that the demographic of our customers is more diverse than the Bath & North East Somerset Demographic as a whole as in 2009 'White British' accounted for 88.1% of the Bath & North East Somerset population. (Sourced from ONS mid-year population estimates, 2010)

• White British	78%
• White Irish	0.6%
• Any other White Background	9.7%
• Bangladeshi	1.7%
• Indian	1.4%
• Any other Asian Background	1.4%
• African	0.6%
• Black Caribbean	0.6%
• Any other Black Background	1.1%
• Chinese	0.6%
• White/Asian	0.9%
• White/Black African	0.6%
• White/Black Caribbean	0.3%
• Any other Mixed Background	0.6%
• Any other Ethnic Background	1.7%
• Refused	0.3%



7. HOW CUSTOMERS HEARD ABOUT FIS

Customers heard about us in a variety of ways – the most popular ways recorded were:

- Repeat callers who had previously used the service
- Website (Council, 1 Big D, internet)
- Outreach via a children's centre, community or school event
- Local Authority (including FIS promotion)
- Health contact
- Word of mouth
- Childcare Provider
- Job Centre Plus



8. MEASURABLE TARGETS: BUSINESS PLAN 2012-13



1. Number of logged contacts to the helpline to exceed average of 250pcm – Not met. An average 207 contacts p/month received. However there has been a noticeable trend towards much more complex calls requiring additional time and expertise. (Please refer to Appendix 6, the 'Information Officer case study').
2. Number of logged contacts to BME groups to exceed average of 5 pcm – Exceeded. An average of 6.5 BME individuals/ groups per month were logged.
3. 99% of customer satisfaction evaluations received to rate FIS at Satisfactory or above – Exceeded. During the last year we received 100% positive feedback from respondents.
4. Number of Level 3 and 4 Outreach contacts to exceed average 50 pcm – Exceeded. An average of 136 sessions p/month completed despite cases becoming increasingly complex. (Please see Appendix 5, 'Outreach Development Worker Case Studies' by Karen Stephenson for further detail.)
5. Number of Information and Advice contacts to exceed 40 pcm – Not met. An average of 25 p/month achieved. However it is acknowledged that information and advice sessions are becoming ever more complex due to the effects of the benefit changes. (Please see Appendix 4, the 'Information and Advice Service Report' by Rowan Tanner.)
6. Number of SEN and Disability contacts to exceed 75 pcm - Met. Furthermore it's anticipated that this number will rise exponentially with the introduction of the SEND Reform.
7. Number of 1 Big D visits to exceed average 12,500 pcm – Exceeded. We have received an average of over 20,000 visits per month to 1BD.
8. Number of visits to Rainbow Resource on line to exceed 100 pcm – Exceeded. Between December 2012 and March 2013 we received 3,330 visits to the Rainbow Resource, averaging over 1,000 visits per month.
9. 2012/13 project – Target new parents through the 'New Parents Survey' – Target met. A useful piece of work in that the information received by new parents was evaluated to identify whether there was any duplication. It was established that the information was different than that provided by the hospital and all feedback (apart from one) was overwhelmingly positive. (Please see Appendix 3, the 'New Parents Pack Survey' for further detail.)
10. Discussion with 'Worklessness Programme' and Community Sustainability to be involved in local employer support – Not met due to staff illness.

10. 2011-12 SERVICE DELIVERY PLAN – NEED 2013/14 TARGETS



Task	Minimum Standard	Measurable Targets
<p>1. To provide an integrated information and advice service to parents, or prospective parents, and for families with children and young people aged 0 – 20 years, including childcare and other family related services and activities.</p>	<ol style="list-style-type: none"> 1. 40 hour helpline, email, text and web information service 2. Information gathering, monitoring, updating and marketing service 3. Maintenance of the FIS resource library – both electronic and manual 4. Updating of provider details on ONE 5. Updating and maintenance of the 1 Big Database, the Rainbow Resource on line and management of the events calendar for B-Active 6. Maintenance and updating of FIS and People and Communities website 7. Monitoring and evaluating the service with clients 	<ol style="list-style-type: none"> 1. Number of logged contacts to the helpline to exceed average of 250pcm 2. Number of level 1 promotion contacts by the Service to exceed 100 pcm 3. 99% of customer satisfaction evaluations received to rate FIS at Satisfactory or above
<p>2. To provide a dedicated Information and Advice Service to support Economic Wellbeing by means of Information and Advice Officers and Outreach support.</p>		<ol style="list-style-type: none"> 4. Number of Level 3 and 4 Outreach contacts to exceed average 50 pcm and number of Information and Advice contacts to exceed 40 pcm 5. Number of logged contacts to BME groups to exceed 5 pcm

Task	Minimum Standard	Measurable Targets
<p>3. To provide an integrated information and advice service for professionals who work with families with children and young people aged 0 – 20 years, including childcare and other family related services and activities.</p>	<ol style="list-style-type: none"> 1. 40 hour helpline, email, text and web information service 2. Information gathering, monitoring, updating and marketing service 3. Updating of provider details on ONE 4. Updating and maintenance of the 1Big Database, Rainbow Resource and contribution to Young People's web pages 5. Maintenance and updating of FIS and People and Communities website 6. Monitoring and evaluating the service with clients 	
<p>4. To provide and maintain a comprehensive and accessible Family Services Directory for Bath and North East Somerset.</p>	<ol style="list-style-type: none"> 1. Development of 1 Big Database and the Rainbow Resource portal 2. Maintenance of 1 Big Database and the Rainbow Resource portal 3. Promotion and Marketing of 1 Big Database and the Rainbow Resource portal 	<p>6. Number of 1 Big D visits to exceed average 15000 pcm</p> <p>8. Number of visits to Rainbow Resource on line to exceed 125 pcm</p>
<p>5. To provide an information and advice service for the parents of disabled children, and children and young people with additional needs. To include childcare choices, family related services, activities and support through the Transition process to Adulthood with young people up to 24 years.</p>	<ol style="list-style-type: none"> 1. 40 hour helpline, email, text and web information service 2. Information gathering, monitoring, updating and marketing service 3. Maintenance of the FIS resource library - both electronic and manual 4. Monitoring and evaluating the service with clients 	<p>9. Number of SEN and disability contacts to exceed 75 pcm</p> <p>10. Number of SEN and disability Information and Advice sessions to exceed 25 pcm</p>
<p>6. To be the first point of contact for potential childcare providers</p>	<ol style="list-style-type: none"> 1. 40 hour helpline, email, text and web information service 2. Maintenance and updating of FIS web site 3. Updating of provider details on ONE 4. Set up of pathway for potential childcare providers 	<p>11. Number of contacts with potential providers to exceed 15 pcm</p>

Task	Minimum Standard	Measurable Targets
6. To provide information and guidance for prospective employees about careers, training and qualifications in the Childcare Sector		12. Number of contacts working with children and childcare sector employees to exceed 10 pcm
7. Communication and Marketing	<ol style="list-style-type: none"> 1. Development and delivery of a Marketing Strategy 2. FIS resource library 3. Maintenance and development of web site 4. Programme of advertising in the media/publications/source databases eg Yellow Pages 5. Press releases on a regular basis 6. Information Helpline with trained and qualified Information Officers. 7. Programme of Outreach per area 	<p>13. Number of Facebook 'likes' to exceed 10 pcm</p> <p>14. Number of Facebook posts to exceed 5 p/week</p> <p>15. all information delivery staff to be qualified at Level 3 Information, Advice and Guidance or above</p>
8. Work with Employers to raise awareness of child related issues and their effect on employment	<ol style="list-style-type: none"> 1. Members of Business West 2. Attendance at events organised through Business West to reach local employers 3. Regular meetings with Job Centre Plus to raise awareness of employment/unemployment new and current initiatives and benefits issues including Universal Credit and Welfare Reform 	

10. CONCLUSIONS AND CHALLENGES



1. Within the next year some focus will be on extending the remit of the service to include young people up to 25 years old (in line with SEN legislation). To be implemented before September 2014.
2. We will need to develop and maintain the 'local offer' (co-production with parents/ carers/ young people) working alongside Charlie Moat. The Manager and Development Worker for Families with a Disabled Child or Young Person will be an integral part of the workstream activity to support SEND Reform.
3. We will need to consider how to effectively signpost to information and alternative provision in reference to raising the school leaving age.
4. Work with "Welfare Reform" and Customer Service Teams to enable all residents to have access to seminars/ benefits etc.



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Appendix 1: FIS Background

Remit of the Service – meeting the statute

1. Enquiry handling, fulfilment and ‘holding the baton’ for callers to ensure contact with the service they need - delivery to the public and/or professionals; being the first point of contact for enquirers to People and Communities – especially families. The team are contacted by and respond to families in the following ways:

- Telephone helpline (including Freephone and local number)
- Text access
- Email contact
- Face to face through a planned programme of outreach
- Web pages
- Development of Social Networking facility – particular focus on developing a Facebook presence during 2012/13

2. Support for Childcare and Activity Providers – maintenance of accurate care scheme records to enable families to make informed childcare choices and service marketing

3. Maintenance of a comprehensive resource library including 1 Big Database the Family Services Directory, which now includes information for young people previously branded B-Active, and Rainbow Resource the online directory and up-to-date news date for families with disabled children and young people. Production of information packs for professionals distribution e.g. New Parent Packs via Health Visitors

4. Marketing Service for Children's and Young People's Services including voluntary, private and commissioned services. Point of access for information about available parenting support, including universal and targeted activity
5. Contribution to the intelligence for the Childcare Sufficiency Assessment, especially mapping and gapping childcare need as a result of parent/carer contact and experience of accessing appropriate childcare
6. Bespoke information packages for families, offering childcare choices, family support services, sustainable economic wellbeing strategies and appropriate family activities
7. One to one brokerage service for vulnerable parents and carers seeking childcare, family support services, positive activities and access to benefits support
8. Outreach and marketing service – planned programme of outreach to a variety of community locations focussing on the hard to reach and non-engaging community
9. Development Worker to support families with a disabled child or young person to include children and young people with any additional need:

The Development Worker has a role in supporting families from early diagnosis throughout their child and young person's life to early adulthood. The service offers:

- One to one brokerage for families to access appropriate services
- Detailed parent/professional information bulletins
- Support via the helpline or at one to one meetings
- Maintenance of a database of activities, organisations, services and news items
- Informative web pages
- Regular contact with relevant service providers (including voluntary sector)
- Strategic input to service development

10. Information and Advice Service across the Local Authority offering:

The Information and Advice Service is delivered flexibly as a balanced mix of one to one sessions with families, drop in sessions on request and through informal attendance at parents'/carers' groups. The main functions of the service are:

- Acting as a baton holder for local families with a range of needs signposting to, and accessing, a appropriate statutory, private and voluntary run services
- Supporting prospective parents/carers with information about maternity and employment rights and other maternity/paternity benefits
- Providing support to workless households by referring to appropriate work programmes and preparation for employment and training
- Informing families about debt and other financial support including one off grants/social fund applications
- Offering support to increase the take up of registered and formal childcare
- Offering support to increase the take up of Childcare element of WTC
- Offering support to increase the take up of free school meals

11. Choice Advice Service:

- Increased universal awareness raising with families about how and when to access school places: at reception and secondary transition. Including public adverts, targeted leaflet drops and FIS outreach
- One to one sessions for parents and carers who need support in successfully completing the application process

12. Working in the Childcare Sector:

- College and school awareness sessions – Working with Children
- Attendance at careers and options evenings in schools
- One to one bespoke sessions for clients – pathways to training and working with children
- Targeted recruitment campaigns, including advertising and information sessions
- Design and delivery of 6 week Babysitting awareness courses – pre childcare work, valuable work experience for personal statements/cvs and early parenting awareness

13. Short Breaks for Disabled Children and Young People – commissioned delivery of the Information Duty:

- On line portal of services, organisations and events for families with a disabled child or young person (www.rainbowresource.org.uk)
- Detailed parent/professional information and news bulletins
- Helpline support
- Web page support

14. Special Educational Needs (SEND) information responsibility (please see Appendix 2 below for further information on the SEND Reform and how this will impact the Council and the Family Information Service).

Appendix 2: SEND Reform in Bath & North East Somerset

What is SEND Reform?

This reform comes out of the green paper 'Support and Aspiration', published in 2011. This proposed a fundamental reform of education and health support for children and young people with special educational needs (SEN) and disabilities.

The proposals have been included in the Children and Families Bill 2013, which is currently making its way through parliament, with more detail set out in a draft indicative code of practice for SEN published in April 2013. The new laws and code of practice will be finalised for implementation in Sept 2014.

The vision

The intention is to transform support for children and young people with SEN and disabilities based on the following principles –

- **High expectations and aspirations** for what young people can achieve, including employment and independent living
- The aspirations of **young people and their parent carers are central** to everything we do
- Early identification of needs, and **integrated early help**
- **Integrated assessment and planning 0-25**, focused on long term outcomes, bringing together education, health and care support
- **High quality provision** organised with clear pathways and providing choice and control to families
- **Excellent outcomes** achieved through the knowledge, skills and attitude of everyone working with children and young people.

What will the reform look like?

The 'local offer'

We will publish a 'local offer', setting out in one place clear, comprehensive and accessible information about the support and opportunities available. Parent carers and young people will be fully involved in developing the local offer, reviewing and improving it over time. The local offer will include information from early years settings, schools, colleges and other providers about their arrangements for early identification and additional SEN support.

Early help and additional SEN support

Additional SEN support will be provided by early years settings, schools, colleges and other providers based on early identification of needs. This replaces the work currently done under the headings of school action and school action plus. This work will be done with other services as needed, working in an integrated way using the CAF and team around the child. This work will be centred on children, young people and their parent carers, their aspirations and desired outcomes.

Integrated education, health and care plans

Integrated education, health and care plans will replace statements of SEN. Assessments and the resulting plans will be centred on children, young people and their parent carers and focused on their aspirations and outcomes. Assessments will be carried out in an integrated way, reducing duplication and repetition for families. This will bring together education, health, children's and adult care services working on one assessment and plan 0-25.

These integrated plans will offer the same protections as statements do now, naming a school and providing additional resources based on needs. The new plans may now be put in place from birth up to 25 as needed. Plans may now name a college or other provider and provide additional support up to 25.

Joint commissioning and personal budgets

Assessment, planning and support will be jointly commissioned between the local authority and clinical commissioning group. There will be an option for personal budgets for support elements of the plan, but not the funding for a school or college place. This is intended to give families more choice and control over how their plan is delivered.

What are we doing in B&NES?

We are fully committed to the principles of this reform. A steering group has been formed and a project plan is being drawn up. Work has started to engage the wide range of stakeholders who will be involved in making these changes work, including parent carers and young people. We are learning from work that has already been done in 'pathfinder' authorities up and down the country and we are identifying good local work that can be built on.

Appendix 3: Impact of the SEND Reform, Mary-Jane Middlehurst

Mary-Jane Middlehurst is a FIS Outreach Worker for families with children who have special educational needs and/ or disability. In Mary-Jane's opinion the following complexities, some of which are specific to the Bath & North East Somerset locality, need to be considered in light of the SEND Reform:

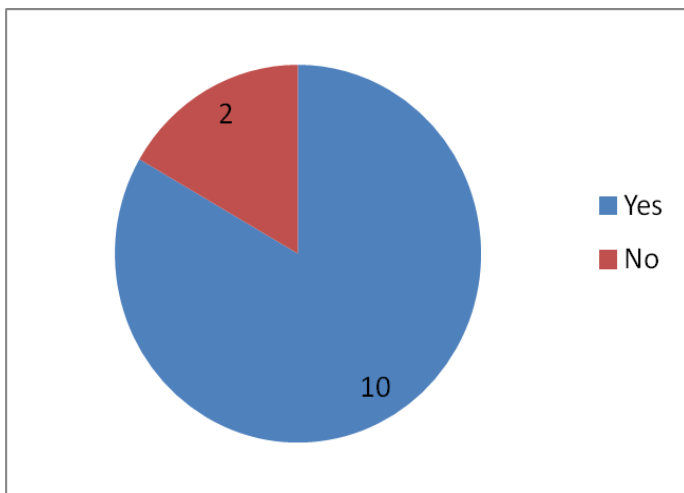
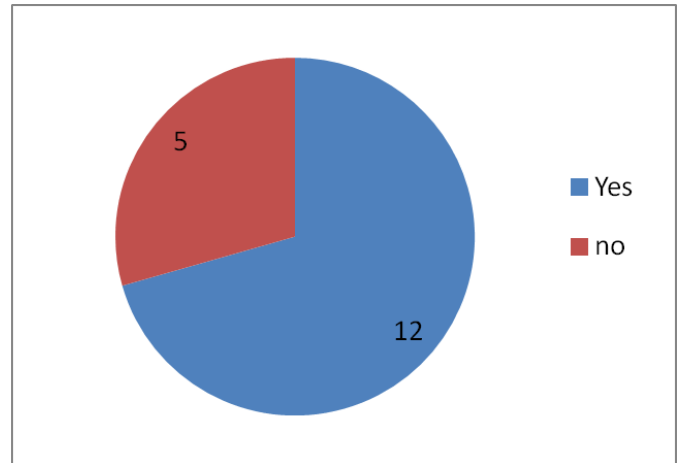
- More children with complex and significant medical problems are surviving after birth; this has been verified by the Council for Disabled Children, and locally we are aware from Early Years settings that there are a number of children and young people with these needs in our LA. This will impact on families who will be looking for 'a caring play environment' during holiday time (under 6's in particular). At the moment there is one play scheme at Fosse Way school that caters for the under 6's with any additional need. In my role I have anticipated this for some time now, and have had discussions with key settings (Children Centres) to flag this up as an unmet need.
- Current benefit changes: the PIP and DLA reassessments. This is ongoing and whilst we handle enquiries on this, most families go to the DWP direct or other charities such as the NAS/SCOPE and the Carers Centre and CAB to get more targeted information to help them complete the forms. I feel that FIS will need to be well informed on these changes, but be aware that we are relatively speaking, generalists (at the moment) and there is specialist info out there for families to access.
- Likewise the changes with the ILF (Independent Living Fund) being dissolved on 31st March 2015. This will affect any young adult from 16 upwards who wishes to access supported housing in the LA. The Central Government funding will be devolved the LAs and is not going to be ring fenced. B&NES/ Sirona Adult Care and other LAs will need to provide accurate information for families who fall into this category. I think we will need to form positive working relationship with Adult Care as our duty will be to provide information up to 25 years. I have considerable information and experience with working with ILF, but I anticipate the local picture may well be complicated.
- Use of Personal Budgets for health needs- I have been following newsfeeds from the CDC, and it would seem that Young Healthwatch could well be key in terms of information and consultation.

Appendix 4: New Parents Pack Survey

152 mixed methodology questionnaires (qualitative and quantitative) were sent out in January 2013 in order to determine whether new parents were receiving the 'new parent packs', how useful they found what was contained within the pack and to ascertain whether the pack and the process could be improved. 17 questionnaires were returned, giving a response rate of 11.2%. Below are the results that were gathered from the responses.

Q1: Did you receive a pack of information for your baby from your Health Visitor?

Of the 17 parents that responded, 12 (or 70.6%) confirmed that they had received the new parent pack.



Q2: Did you find the information useful?

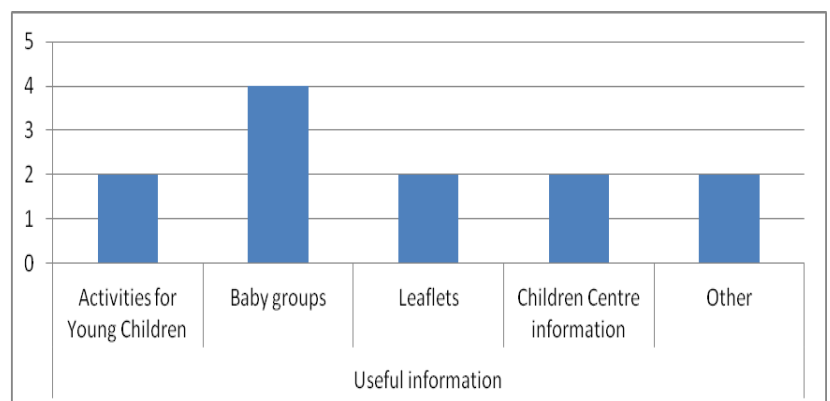
Of the 12 parents that received the pack, 10 (or 83.3%) found the pack to be useful.

Q3a: What information did you find particularly useful?

Some respondents selected more than one answer while others did not answer.

The response to 'Other' is:

"...exercises post birth"
"Times and dates of clinics"



Q3b: When asked **‘Was there anything that you did not use or find useful?’** (3 responses received)

“All except baby groups”

“Repeat of leaflets given in hospital”

“Not useful as this was my second child and I tend to rely on common sense”

Q3c: **Do you feel there was anything missing from the pack?** (3 responses received)

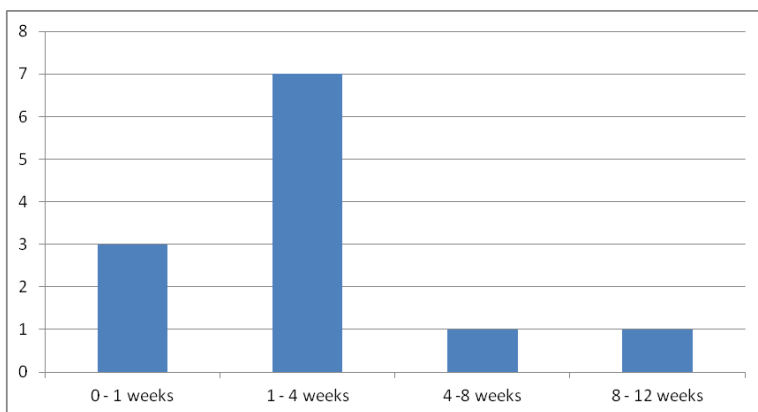
“Information about local nurseries and childminders”

“Mother and Baby swimming sessions”

“Local Health Visitor session details”

Due to the small sample size it is difficult to draw robust conclusions from the responses received. Furthermore, as the responses requested very specific information based on locale and which could date quickly this would be difficult to achieve. The information could however be found by contacting the Family Information Service or the Health Visitor, which we hope to have made clear.

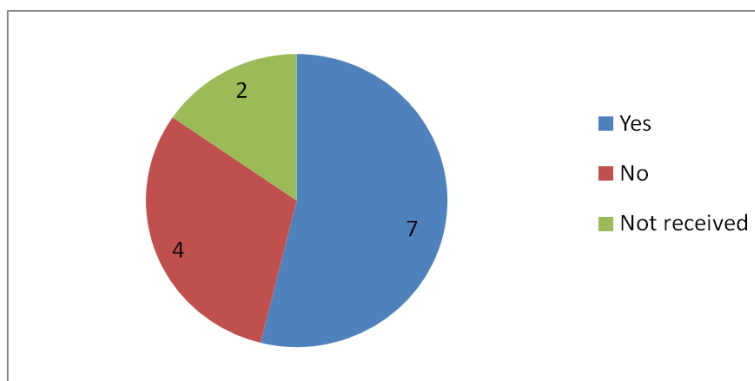
Q4: **How old was your baby when you received the pack?**



The age of the child when the parents received the New Parent Pack ranged from a few days old, to 12 weeks. Although we received a broad range of answers, the above graph demonstrates that the majority of parents surveyed received the New Parent Pack before the baby was one month old.

Q5: **Do you use the thermometer, or did you find it useful?**

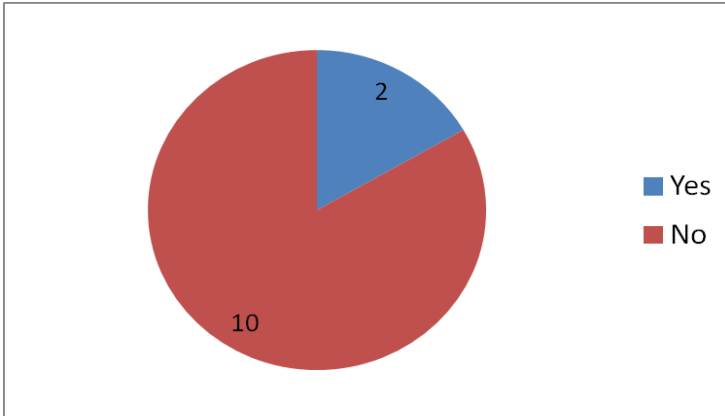
Of the 12 people that received the New Parent Pack, 7 people said they found the thermometer useful. 2 new parents said that they did not receive one.



“still use it”

“Already had a digital one”

“The thermometer is a fantastic little accessory and still has pride of place in my sitting room”



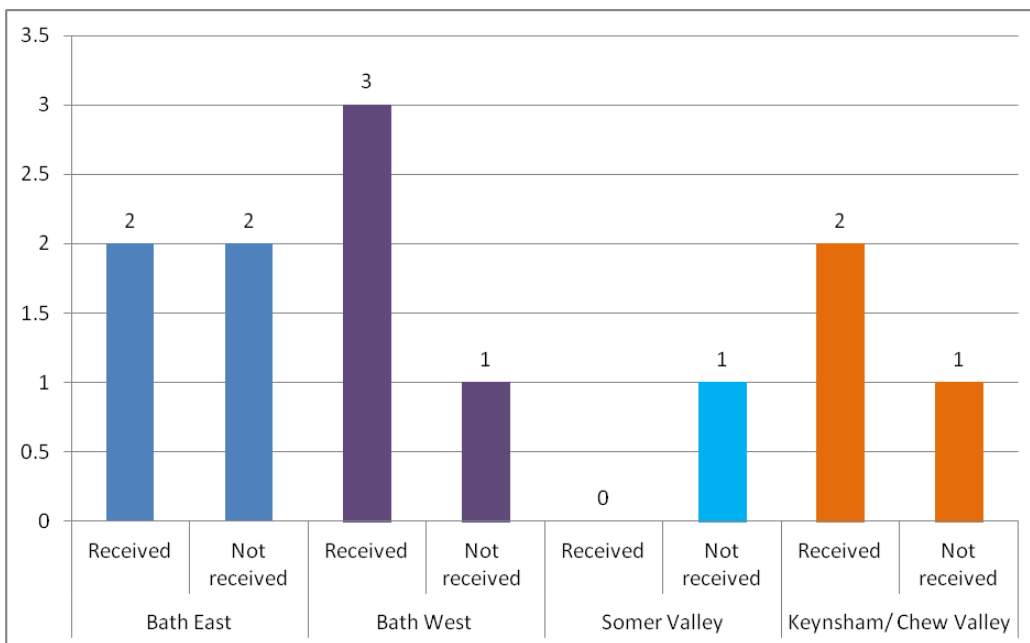
Q6: Have you previously contacted the Family Information Service?

Of the 12 people that received the New Parent Pack, only 2 said they had previously contacted the Family Information Service.

Q7: 'Is there anything else you would like to share with us about the pack of information?' (2 responses received)

"Heavily duplicated with information from RUH"
"Very useful thank you"

Q8: Location of respondents. Below is a graph identifying whether new parents had received a 'New Parent Pack' by Cluster Area.



We can make the following observations based on the responses received.

- Both Bath East and Bath West had 4 respondents; however, Bath West received the most packs.
- Keynsham/ Chew Valley had 3 respondents, with 1 person surveyed having not received a pack.
- Somer Valley only had 1 respondent, who did not receive a pack.
- 5 respondents did not supply their address.

Appendix 5: Information and Advice Service Report (Rowan Tanner)

During the year there was a total of 166 sessions over all the areas. The First Steps reach area and Somer Valley areas continued to be covered from April 2013 and from September 2013 the Keynsham/Chew Valley and Bath East areas cover was added.

Sessions may have been attended by more than one person (sometimes the whole family arrives!), and sometimes tailored information is given to groups such as young parent's ante natal.

General information given in conversation at outreach visits is not counted in these figures, but is logged on the outreach report for that period as a level 2 or 3 enquiry as appropriate.

The Information and Advice Officer is based in various Children's Centre areas throughout the week as following:

Monday – Bath East, based at Parkside CC (except the second Monday of the month when, from January 2013, attends One Stop Shop in Manvers Street

Tuesday/Wednesday – Somer Valley (Radstock CC), Keynsham (Riverside) or Chew Valley (CVCC)

Thursday – First Steps (Woodhouse Rd)

Friday – catch up day, based in Riverside

Sessions are predominantly held at Children's Centres or Council offices but are sometimes via phone and occasionally done purely via email (where it is evident that the customer, or someone working with them, is computer literate so often links to further support agencies are given).

The enquiries have covered a wide range of subjects including:

- Benefits/entitlement to tax credits (including following relationship breakdown)
- Information for a father who doesn't have custody of his children
- Legal aid information
- Support for Child Tax Credit and Child Benefit claims
- Healthy Start information
- Maternity rights/benefits information
- Crisis loan support
- Housing benefit advice
- Child contact information after relationship breakdown
- Childcare options
- Help with childcare costs
- Career/College information
- Risk of homelessness
- Special Guardianship information (confirmation of expected payments etc.)
- Information around rights of property ownership following relationship breakdown
- Identity fraud support for victim
- Awareness raising about spare room subsidies, changes to council tax benefit payments and Universal Credits
- School transport information/policy
- Avenues for help with transport to pre-school for a child who's Mum is disabled
- Free school meals criteria
- Charity application support
- Support options for a hearing impaired family (Mum and children)

Referrals are often made to other support agencies such as Citizen's Advice for debt advice, Carer's Centre for related support (including completion of DLA applications), REACH for housing support advocacy etc.

Some customers need more support and reassurance than others and may need more than one appointment and sometimes this can be to help them complete forms that have been given to them by other agencies such as debt packs from Citizen's Advice (although the vast majority need just one session)

Follow up calls are usually made between one and two months after the appointment when, if there are no further support needs, a few questions are asked to help to evaluate the service offered.

Although outreach does not take priority for the I&A role, on occasion the I&A officer is asked to attend certain groups and will do so as available. However, with a view to raising awareness of FIS and support available in areas where there is no outreach worker, there will be an effort made by the I&A Officer to spend a week visiting as many groups as possible in the area (a different area per quarter)

The last week of January 2013 was dedicated to attending as many groups as possible in the Keynsham/Chew Valley area to publicise and promote FIS, the I&A role and also CC services (support was given by a member of the CC team). This was productive and generated awareness and enquiries.

Appendix 6: Outreach Development Worker Case Studies (Karen Stephenson)

Case Study 1:

Karen met with a lone parent who had been out of employment for a number of years who wanted to gather information about gaining paid employment in childcare and for advice on additional areas such as confidence issues and help with a housing dispute.

In collaboration, Karen and her client firstly developed a Personal Action Plan, which involved contacting Colleges regarding relevant training, contacting childcare settings and applying for roles in her chosen field as well as dealing with the clients housing issues.

In order to gain further work experience, Karen's client undertook voluntary work in several placements whilst being assisted in applying for paid work. Karen aided in the process by helping her client to identify roles and in reviewing her completed applications. Encouraging her to gain feedback following unsuccessful applications and positive reinforcement was also a key in bolstering her confidence.

Following one to one work over seven months, she managed to secure paid employment, working with children. This has also had a significant impact upon her self esteem and therefore also her home-life. She is planning on continuing the positive steps that have been started through this work.

Case Study 2:

Karen met with a lone parent who wanted to gain employment in a school setting to compliment her parenting responsibilities.

Although this client has a number of qualifications and good experience, she needed help with interview technique following some unsuccessful interviews. She was signposted to interview training and to websites where she would find relevant jobs. Advice was also given regarding obtaining feedback following interviews and using this to inform the preparation for future interviews.

Following advice and information, this client gained secure, paid employment in her chosen field. This will also significantly impact upon the economic wellbeing of her child(ren).

Appendix 7: Information Officer case study (Gemma Vittozzi)

GV Case study July 2013

01/07/2013 (10.10am, call lasted 20 minutes)

A member of the public called asking about national policies or legislation for pastoral care in schools. Their spouse died 3 years ago and they feels like their child has had a lack of support from the school, and even penalises them when they has time off school during 'trigger dates'.

(11.30am, 10 minute meeting)

I asked KM if there were any policies the school should be implementing, and for other support that might be available to the child at school.

(4.40pm)

Tried to call person back after they got in from work but I had to leave a voicemail.

02/07/2013 (09.30am, call lasted 35 minutes)

Person called me back, and discussed their issues with the school further, had a little cry and said they felt a little better after. I took her email address and later sent them information I felt would be useful to them and their child. Email took about 30 minutes to compile to ensure the wording was sensitive and all the issues were addressed.

2.55pm (5 minute meeting)

Met with RH from PPS to ask if this case was suitable for them, she was unsure so I will speak to CJ tomorrow.

03/07/2013

Spoke to CJ re support from PPS, she agreed that she could help, so passed persons details along. Called person back to let them know (call lasted 20 minutes).

2.00pm (call lasted 20 minutes)

Person called to say they hadn't heard from PPS, and started crying as they had just heard from the school again. Still crying when we got off the phone.

04/07/2013

Sent anonymous details to DL re complaints made (30 minutes to compile information)