THURSDAY 24 JULY 2014
ST. LUKE'S CHURCH HALL, CLIFF LANE,
IPSWICH, IP3 0PJ
7.00 PM

WARD COUNCILLORS

GAINSBOROUGH:
M Cook, Labour
A Hopgood, Labour
J Mowles, Labour

HOLYWELLS:
E Harsant, Conservative
G Debman, Conservative
P Stewart, Conservative

PRIORY HEATH:
B Knowles, Labour
D Maguire, Labour
W Quinton, Labour

CO-OPTED:
Councillor K Cook (Suffolk County Council)
Councillor M Gaylard (Suffolk County Council)
<table>
<thead>
<tr>
<th>PART 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> Election of Chair</td>
</tr>
<tr>
<td><strong>2.</strong> Apologies for Absence</td>
</tr>
<tr>
<td><strong>3.</strong> To Agree to Unconfirmed Minutes of the Meeting Held on 5 March 2014  (Pages 1 - 8)</td>
</tr>
<tr>
<td><strong>4.</strong> To Confirm or Vary the Order of Business</td>
</tr>
<tr>
<td><strong>5.</strong> Declarations of Interest</td>
</tr>
<tr>
<td><strong>6.</strong> To Confirm the Time and Place of Future Meetings</td>
</tr>
<tr>
<td>That the time and place of future meetings is confirmed as follows:</td>
</tr>
<tr>
<td>• Thursday 4 September 2014 at 7:00pm – Ravenswood Community Children’s Centre, 103 Hening Avenue, IP3 9QJ</td>
</tr>
<tr>
<td>• Thursday 6 November 2014 at 7:00pm - Venue TBC (Gainsborough Ward)</td>
</tr>
<tr>
<td>• Wednesday 21 January 2015 at 7:00pm – Venue TBC (Holywells Ward)</td>
</tr>
<tr>
<td>• Thursday 19 March 2015 at 7:00pm – Venue TBC (Priory Heath Ward)</td>
</tr>
<tr>
<td><strong>7.</strong> Update on Actions From Previous Meetings</td>
</tr>
<tr>
<td><strong>8.</strong> Responses to Public Questions and Open Discussion on Local Issues</td>
</tr>
<tr>
<td><strong>a)</strong> Presentation from Inspire Suffolk</td>
</tr>
<tr>
<td><strong>b) SEAC/14/01 Policing Update</strong>  (Pages 9 - 12)</td>
</tr>
<tr>
<td><strong>c) SEAC/14/02 Area Committee Dashboard Report</strong>  (Pages 13 - 16)</td>
</tr>
<tr>
<td><strong>9.</strong> Area Committee Reports</td>
</tr>
<tr>
<td><strong>a) SEAC/14/03 South East Area Committee Action Plan</strong>  (Pages 17 - 24)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>b)</td>
</tr>
<tr>
<td>c)</td>
</tr>
<tr>
<td>d)</td>
</tr>
<tr>
<td>e)</td>
</tr>
</tbody>
</table>

HELEN PLUCK
MONITORING OFFICER &
CHIEF OPERATING OFFICER

16 July 2014

Any enquiries about this meeting should be addressed to
Emily Yule - 01473 432305
Grafton House, 15 - 17 Russell Road, Ipswich IP1 2DE.
Website: [www.ipswich.gov.uk](http://www.ipswich.gov.uk)

The information contained within these papers can be made available in alternative formats. Please use the contact details above for assistance.
Present:  Gainsborough Ward Councillors: K Rawlingson, M Cook and J Mowles
Holywells Ward Councillors: G Debman
Priory Heath Ward Councillors: B Knowles and W Quinton

There were 55 members of the public in attendance.

54. Apologies for Absence

Apologies for absence were received from Councillor J Le Grys, Councillor Harsant, Councillor P Stewart, Councillor Gaylard (SCC) and Councillor K Cook (SCC).

55. To Agree the Unconfirmed Minutes of the Meeting Held on 14 January 2014

55.1 In response to a question relating to the draft Minutes being circulated before the next meeting, the Chairman confirmed that the Minutes were normally published on the web site ten days after the meeting.

55.2 Subject to Minute 48.3 to be amended to Bishop’s Hill bus lane

It was RESOLVED:-

That subject to Minute 48.3 to be amended to read “Bishop’s Hill bus lane” the Minutes of the meeting held on 14th January 2014 be approved as a true record.

56. To Confirm or Vary the Order of Business

It was RESOLVED:-

that the Order of Business be confirmed as printed on the agenda.
57. **Declarations of Interest**

57.1 There were no declarations of interest.

58. **To Confirm the Date and Time of Future Meetings**

It was RESOLVED:-

that the time and place of future meetings be confirmed as follows:

- Thursday 24 July 2014 at 7:00pm venue to be confirmed
- Thursday 4 September 2014 at 7:00pm
- Thursday 6 November 2014 at 7:00pm
- Wednesday 21 January 2015 at 7:00pm
- Thursday 19 March 2015 at 7:00pm

59. **Chairman's Update on Actions From Previous Meetings**

59.1 The Chairman gave the following updates on actions from the previous meeting:

- Minute 46.1 Accident statistics for the area around Tesco Express have been circulated.
- Minute 48.2 Proposals for the traffic lights at the junction of Bishops’s Hill and Nacton Road have now been withdrawn.
- Minute 51.2 The ICard activities presentation will be taken to a future meeting
- Benches on Waterfront – The Suffolk County Council consultations on traffic restrictions in the Waterfront have not yet been resolved so this has been able to be progressed.
- BMX Track Landseer Park – The Chairman reported that the club had been very pleased with the refurbishment work and even though there had been a very wet winter the track had worn well.
- Merchant Navy Sea Farers Memorial - The Chairman informed the committee that the dedication of the memorial would take place on Saturday 12th April 2014 at 3.00pm.
- Minute 33.4 the Chairman thanked the Committee for their efforts in getting the closure of the Orwell bridge onto the Work programme of the Strategic Overview and Scrutiny Committee which will enable recommendations to be made to the Partnership Group that have been formed to look at the issue.

60. **Nacton Road Corridor Improvements**

60.1 Graham Newman, Suffolk County Councillor Cabinet Member for Roads
and Transport delivered a short presentation of the proposed improvements to Nacton Road and Ransomes Way Corridor.

60.2 He informed residents that there was currently a consultation being undertaken to gain their views on the following proposals:-

- **Nacton Road (A14 to Thrashers Roundabout) preferred option:-**
  
  Two lanes northbound, right turn into Orwell Country Park removed. Orwell Country Park would operate as left in, left out with inbound traffic using the Havens junction and outbound vehicles using Thrashers, subject to confirmation of highways boundary.

- **Thrashers**

  Widening of Nacton Road (east and west) and Ransomes Way, reduction of size of roundabout to increase circulatory paths.

- **Ransomes Way (Thrashers to Cranes)**

  Remarking of Ransomes Way between Ransomes Europark/Cranes and Thrashers to provide two lanes in the southbound direction (towards Thrashers). Northbound carriageway to remain as a single Lane.

- **Ransomes Way (Cranes to Felixstowe Road)**

  Remarking of Ransomes Way between Ransomes Europark and Felixstowe Road to provide two lanes in the northbound direction on approach to Felixstowe Road and two lanes in the southbound direction on approach to Ransomes Europark.

- **Landseer Road/ Nacton Road**

  Signalised T- Junction with pedestrian crossings – convert roundabout to a priority T- Junction which allows traffic between Landseer Road and Nacton Road (east) to flow more easily. Controlled pedestrian crossing to be included at junction.

- **Ransomes Europark/Cranes**

  Introduction of controlled pedestrian crossing across James Bennett Avenue. As existing with Ransome Way (north) re-marked as two full Lanes on approach to the junction and two full lanes on the exit to Achieve better lane utilisation. Controlled crossings across James Bennett Avenue.
• **Ransomes Way/ Felixstowe Road**

As existing with widening of Felixstowe Road (east and west) and Ransomes Way to three lanes on approach to the roundabout. Dedicated left turn from Ransomes Way (south) to Felixstowe Road (west). Controlled pedestrian crossing on Felixstowe Road (east).

• **Lindbergh Road/Nacton Road**

Introduction of pedestrian crossing on Nacton Road south of Lindbergh Road.

60.3 Members of the public made the following comments and requested that their comments were taken into consideration as follows:-

- Can anything be done about the potholes in Nacton Road?
- Can the verge also be improved and the vegetation cut back at the junction with Landseer Road and Nacton Road?
- The rat run that has developed between John Lewis and Waitrose is not mentioned can this be included as well?
- Concerned about the traffic in Landseer Road and the huge potholes in Landseer Road
- There is an issue with HGV’s that constantly ignore the weight limit both day and night.
- Where will the traffic go from the new houses that are being built?
- Can there be another road out of Ravenswood as with the proposed new restaurants traffic will increase even further?
- Why have these improvements not been carried out before?
- Have tree protection orders been taken into account with these proposals?
- Signage for the road outside the Riverside Clinic is not clear enough can this be improved?
- There are no hand outs or cards at the library and it is not clear what you are consulting on
- Have officers that are carrying out the traffic modelling undertaken an impact assessment of Myrtle Road/ Landseer Road
- Concerned about the proposals to make Rands Way Junction a T junction.
- Can the entrances into the Tesco’s at Benacre Way be made “one way only”
- The introduction of a pedestrian crossing on Nacton Road would slow traffic even more.

60.4 The Chairman thanked Councillor Newman for his presentation and urged residents to make their concerns know to the County Council.

61. **Responses to Public Questions and Open Discussion on Local Issues**

62. **SEAC/13/28 Policing Update**

62.1 The SNT delivered a short policing update to the meeting as follows:-
• 19 warnings and 16 fixed penalty notices had been issued for traffic using the
bus lane on Bishop’s Hill.
• Three successful drug warrants have been issued and there had been 1 crack
house closure.

62.2 A resident queried why the statistic provided to the Neighbourhood Watch
Group were different from those provided to the committee?

**Action: Police to ascertain reason and report back to next meeting.**

**63. Changes to Refuse Collections from April 2014**

63.1 The Operations Manager for Waste delivered a short presentation on the
changes to waste collection from the 1st April 2014.

63.2 The Committee discussed the report and residents made the following
comments:-

• If there all in the same area on the same day won’t there be a huge increase in
the number of lorries using our streets at the same time?
  A. Very large areas are involved so shouldn’t notice any difference to current
  system.

• What happens when the calendar finishes after three months?
  A. Calendar for the whole year will be available to print from website
     www.ipswich.gov.uk/binchanges or by telephoning Ipswich 433090.

• Is it possible to have a bigger black bin?
  A. Only if you have 6 or more people living at your address.

• Why do the workforce always run is it because they will get penalised if they
  are late?
  A. Each crew decides to work at their own pace, some will work more quickly than
     others, they work on a task and finish basis.

• Are the workforce happy with the changes?
  A. The workforce are approaching the changes with a positive attitude.

• What happens on Good Friday will the bins still be collected?
  A. Yes Good Friday will be a normal working day.

• What will happen in the first few weeks when the bins may not be collected
  because of the change in collection pattern?
A. We will clearing up to three extra bags of waste placed out with your black bin. Additional recycling will always be taken with your blue bin if you leave it in a clear plastic bag.

63.3 The Chairman thanked the Waste Operations Manager for her presentation and informed the meeting that there were various leaflets at the back of the hall if they required any further information.

64. Area Committee Reports

65. SEAC/13/29 Holywells Park Travel Plan - Notes of Consultation Meeting

It was RESOLVED:-

That the report be noted

66. SEAC/13/30 Traffic Calming Measures around Ipswich Academy (To be circulated)

66.1 The Integrated Transport Officer introduced the report and sought views from the Committee on the proposed traffic calming scheme on the various roads within the vicinity of the Academy site on Brazier’s Wood Road.

66.2 The Committee discussed the proposals and made the following comments:-

- Can the chicane in Maryon Road be reviewed as to whether it is necessary?
- Why has this taken so long to come to fruition?
- When will the scheme commence?
- Expressed the urgent need for the scheme to be introduced.

66.3 The Committee requested that their comments as Minuted be submitted to Suffolk County Council for consideration.

It was RESOLVED:-

(i) That the report be noted

(ii) That the comments made by the Committee as Minuted be submitted to Suffolk County Council for consideration

Reason:- To support proposals that aim to ensure that traffic in the vicinity of the new school travels at lower speeds in the interests of safety.

67. SEAC/13/31 Funding Request - Holiday Activity Sessions
It was RESOLVED:-

That £5000 be approved from the South Area Committee’s funding for youth community activities for the Easter, Summer and October school holidays.

Reason: To ensure that there are holiday activities available for children in the South East of Ipswich

68. **SEAC/13/32 Financial Update**

It was RESOLVED:-

that the report be noted.

The meeting closed at 9.30 pm

Chair
COMMITTEE: SOUTH EAST AREA    REF NO: SEAC/14/01
DATE: 24 July 2014
SUBJECT: POLICING UPDATE

<table>
<thead>
<tr>
<th>Short description of report content and the decision requested:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year to date Crime Statistics received from the Police.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>List of Appendices included in this report:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix 1. Crime Statistics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recommendations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Area Committee is asked to note the update.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reason:</th>
</tr>
</thead>
<tbody>
<tr>
<td>To ensure that the South East Area Committee and the local community is kept up to date.</td>
</tr>
<tr>
<td>Crime Type</td>
</tr>
<tr>
<td>-------------------------------------</td>
</tr>
<tr>
<td>ROBBERY</td>
</tr>
<tr>
<td>BURGLARY (DOMESTIC)</td>
</tr>
<tr>
<td>BURGLARY (OTHER I.E. SHED)</td>
</tr>
<tr>
<td>THEFT FROM VEHICLE</td>
</tr>
<tr>
<td>THEFT OF VEHICLE</td>
</tr>
<tr>
<td>THEFT OF PEDAL CYCLE</td>
</tr>
<tr>
<td>OTHER THEFT</td>
</tr>
<tr>
<td>CRIM DAM (BUILDING)</td>
</tr>
<tr>
<td>CRIM DAM (VEHICLE)</td>
</tr>
<tr>
<td>OTHER DAMAGE</td>
</tr>
<tr>
<td>VIOLENCE</td>
</tr>
<tr>
<td>OTHER AQUISITIVE</td>
</tr>
<tr>
<td>OTHER OFFENCES</td>
</tr>
<tr>
<td><strong>TOTAL-recorded CRIME</strong></td>
</tr>
</tbody>
</table>
COMMITTEE: SOUTH EAST AREA  REF NO: SEAC/14/02
DATE: 24 JULY 2014
SUBJECT: SOUTH EAST IPSWICH DASHBOARD REPORT
AUTHOR: P LING

Short description of report content and the decision requested:
The dashboard report provides details about how services are performing in South East Ipswich. The Area Committee is asked to note the report.

List of Appendices included in this report:
Appendix 1. South East Area Dashboard

Recommendations:
That the report is noted.

Reason:
To ensure that the South East Area Committee and residents are kept informed.
# South East Ipswich Dashboard

## Waste Incidences Reported in 2013

<table>
<thead>
<tr>
<th>Reported waste incidences in 2013 by Ward</th>
<th>Dog Fouling</th>
<th>Littering</th>
<th>Fly Tipping</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holywells</td>
<td>13</td>
<td>4</td>
<td>13</td>
<td>40 Vehicle for sale on highway</td>
</tr>
<tr>
<td>Gainsborough</td>
<td>6</td>
<td>1</td>
<td>8</td>
<td>3 Bins on pavement &amp; contamination visit*</td>
</tr>
<tr>
<td>Priory Heath</td>
<td>8</td>
<td>3</td>
<td>8</td>
<td>13 Abandoned Car</td>
</tr>
</tbody>
</table>

*Visits to households by the waste enforcement team after a bin receives 3 'red stickers' for dangerous waste, or waste in the wrong bin.*

## Crime Reported in May 2014

- 82 reported incidences of anti-social behaviour in May 2014
- 36% of all reported crime was anti-social behaviour in May 2014
- 225 The total reported crime in South East Ipswich in May 2014.

Other significant crime included criminal & arson at 38; violence and sexual offences at 28, and 'other theft' at 20.

* Location of ASB in May 2014
VACANT PROPERTIES

as of 18th February 2014

DOMESTIC PROPERTIES

125 ARE IN SE IPSWICH

17% of all vacant properties in Ipswich

NON-DOMESTIC PROPERTIES

84 ARE IN SE IPSWICH

4% of all vacant properties in Ipswich

SOUTH EAST AREA COMMITTEE

£15,836 Is the total spend by the South East Area Committee in 2012/13 to 2013/14.

11 Individual projects were allocated funding by the South East Area Committee in the same period.
Councillors from the South East Area Committee met on Tuesday 8 July 2014 to review and update the action plan for 2014/15.

Recommendations:
That the Committee agrees the priorities set out in the Action Plan 2014/15.

Reason:
Developing priorities to provide the basis of an action plan will enable the Area Committee to clearly communicate its vision and priorities for the area and will help demonstrate how its budget is being allocated to deliver the priorities set for the Area.
## Older People

<table>
<thead>
<tr>
<th>ACTION</th>
<th>UPDATE</th>
<th>DEADLINE</th>
</tr>
</thead>
</table>
| 1. Identify groups we can support and work with. Visit groups and promote Area Committees. | All Hallows church, various activities  
St Lukes Church, coffee n chat drop in on Thursday mornings  
Lunch clubs; All Hallows Church, Salvation Army, Alan Road Church,  
Tops time, Gainsborough Library  
Murrayside Leap Centre, list of activities to be sourced  
Holywells Court, Jamie Cann House. Home Oak court coffee mornings, occasionally open to public. | |
| 2. Tackle loneliness and isolation. | Activ-lives are setting up a new programme of activities in the SE area | |
| 3. Encourage participation in activities locally. | Activ-lives are setting up a new programme of activities in the SE area | |
### SOUTH EAST AREA COMMITTEE ACTION PLAN 2014/15 – PRIORITIES & WORK DONE

#### Families

<table>
<thead>
<tr>
<th>ACTION</th>
<th>UPDATE</th>
<th>DEADLINE</th>
</tr>
</thead>
</table>

#### Young People

<table>
<thead>
<tr>
<th>ACTION</th>
<th>UPDATE</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Support local groups working with young people</td>
<td>Activity list to be compiled and contact groups to make them aware of Area Committees and support them.</td>
<td></td>
</tr>
<tr>
<td>2. Encourage participation in local activities within the local community</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### SOUTH EAST AREA COMMITTEE ACTION PLAN 2014/15 – PRIORITIES & WORK DONE

#### Improve the Area

<table>
<thead>
<tr>
<th>ACTION</th>
<th>UPDATE</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify small open spaces including play areas that need improving</td>
<td>Plantation area, Nacton Road, Haven Gardens, Murray park, Ravenswood Parks, Kissing Gate Lane, Draymans Way. Suggested so far. Community Engagement Officer to visit with the local Cllr.</td>
<td></td>
</tr>
</tbody>
</table>

**WORK COMPLETED:**

- **March 2012**: Clear up as a result of a walk about in Gainsborough; Hawke Road area.
- **April 2012**: Clear up as a result of a walk about in Priory; Queens Way area.
- **July 2012**: Smoke Free homes.
- **August 2012**: Walk about Gainsborough 6th August 2pm weekday.
- **August 2012**: Walk about for Priory August 16th 2pm weekday.
- **August 2012**: Walk about in Holywells 31st August 2012 2pm weekday.
SOUTH EAST AREA COMMITTEE ACTION PLAN 2014/15 – PRIORITIES & WORK DONE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2012</td>
<td>Age Well event</td>
</tr>
<tr>
<td>September 2012</td>
<td>Dog awareness day</td>
</tr>
<tr>
<td>November 2012</td>
<td>Walk about in Hawke Road area</td>
</tr>
<tr>
<td>November 2012</td>
<td>Walk about in Mildmay Rd area</td>
</tr>
<tr>
<td>December 2012</td>
<td>Cliff Lane Parking meeting.</td>
</tr>
<tr>
<td>December 2012</td>
<td>Ravenswood Community Centre open day event</td>
</tr>
<tr>
<td>January 2013</td>
<td>Loan Shark week of action</td>
</tr>
<tr>
<td>On-going from February 2013</td>
<td>Ageing well panel (IP3 group), meet bi monthly</td>
</tr>
<tr>
<td>March 2013</td>
<td>Area Committees gave £2985.60 funding towards the resurfacing of the BMX track</td>
</tr>
<tr>
<td>April 2013</td>
<td>Holi Event</td>
</tr>
<tr>
<td>May 2012</td>
<td>Noisy Event</td>
</tr>
<tr>
<td>July 2013</td>
<td>Landseer park fete, funded by Area Committee</td>
</tr>
<tr>
<td>September 2013</td>
<td>Open discussion around activities for older people, list created</td>
</tr>
<tr>
<td>September 2013</td>
<td>The Committee agreed to match fund £20,000 towards the replacement tennis court project in Murray Road Recreation Ground</td>
</tr>
<tr>
<td>September 2013</td>
<td>The committee agreed to part fund £2,000 towards a Seafarers memorial on Orwell Quay.</td>
</tr>
<tr>
<td>September 2013</td>
<td>The Committee agreed to part fund £2,000 for the Pipers Vale Gymnastics Centre</td>
</tr>
</tbody>
</table>
November 2013  The Committee agreed to part fund £2051.46 the Ravenswood Community Centre to enable the door to be Disability Discrimination Act (DDA) Complaint.

January 2014  Representation from Ipswich buses and First Eastern Counties buses attended the Area Committee meeting after requests from local residents. Resulting in a well attended meeting with many questions answered.

January 2014  Report and a list of activities for older people was taken to the meeting.

January 2014  A special meeting for the Holywells Park Travel Management Plan Consultation was held on January 16th.

March 2014  Funding request agreed for the provision of Easter, summer and October holiday activities for young people.

April 2014  Seafarers memorial unveiled at the Waterfront.

May 2014  The committee to work with Community Action Suffolk in raising awareness of the Peoples health lottery funding award in Gainsborough.

July 2014  Area Committee Revised the Action plan
Short description of report content and the decision requested:

List of Appendices included in this report:

a) Appendix 1 – Budget
b) Appendix 2 – External Evaluation undertaken by Steve Allman consultancy 2013
c) Appendix 3 – Family Casestudy

This report has been prepared by Tara Somers- Manager Home-Start Suffolk Coastal, Tel: 01473 621104
Email: ******@ipswich.gov.uk  Tara@homestartcoastal.co.uk

This report was prepared after consultation with:

Internal consultees

External consultees

The following policies form a context to this report:
(all relevant policies must also be referred to in the body of the report)

Transforming Ipswich
LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW
(papers relied on to write the report but which are not published and do not contain exempt information)

1. External Home-Start Evaluation undertaken by Steve Allman 2013
2. Home-Start 2013-14 annual accounts (draft until 14/7/2014)
4. Building a Better Ipswich report

OTHER HELPFUL PAPERS
(papers which the report author considers might be helpful – this might include published material)
1. Introduction

Home-Start Suffolk Coastal is requesting funds to continue volunteer based family support, to families living in at the area covered by the South East area committee. Home-Start completed a 1year pilot in South East Ipswich in March 2014, evaluation and anecdotal data and information have shown a proven need to continue working in the South East Ipswich area.

1.1 No funding has been previously received by the area committees

1.2 £2000 has been received from IBC to support Ipswich based activities

1.3 £5000 has been received through fundraising and grants

1.4 The project will be volunteer based, managed by paid Home-Start Suffolk Coastal staff

1.5 Volunteers will visit families from 7am-8pm, and can support at weekends where appropriate

1.6 40 families will be supported during Apr 2014- Mar 2015

1.7 The referral criteria for families supported will be having at least 1 child age 0-11 living at home, and family residing in project area.

1.8 The total cost of annual South East Ipswich Home-Start support to families is £34,428 based on supporting 40 families

1.9 Through early intervention, and provision of targeted support, the cost saving on the public purse is £45,880, due to the decreased use of higher level services.

2. Background

2.1 Home-Starts aim is to improve the life chances of children by developing their parent’s skills in parenting, social relationships and budgeting to make stronger more cohesive families, such that families are able to contribute to their community and develop mutual support structures.

Our main activities are the provision of 1-1 support to families who display support needs which can cover (list not exhaustive); Social/Rural Isolation, Mental Health, Bereavement, Illness, Disability, and multiple birth.

This support provision whilst managed by paid, trained staff, is provided by our current team of 75 Home-visiting volunteers, all of
whom have received comprehensive, accredited training, and ongoing support. Volunteers visit their carefully matched and allocated family on a weekly basis, to help the needs as identified by both the family and professionals working with them, with the ultimate aim of providing children with the best start in life, and supporting parents to grow in confidence, strengthen their relationships with their children and widen their links with the local community. The scheme also provides a weekly family group in South East Ipswich (on Nansen Rd), where parents essentially meet to make friends and support each other. At the group Home-Start provides a group Leader and volunteers who are available to play with the children and to help the parents to improve their relationship with the child through play. The Family group allows the parents the opportunity to talk to and make friends with other parents. Family groups also serve the purpose of assisting families in engaging with other agencies, and are regularly attended by Health and wellbeing professionals, having this involvement in an environment that families consider non-threatening is key to families building up trust and continuing to engage with professional outside of the group, where usually they would have avoided these key services. Families we support can also receive benefits and grants checks, these can ensure families are receiving the correct level of benefit, and also assist families in applying for funding for equipment and services where appropriate.

2.2 Suffolk Coastal has worked in Suffolk Coastal for 13yrs, and since 2007 there has been increasing demand from both local families and professional agencies for the schemes work to be expanded in Ipswich. In 2012 two of the Suffolk based Home-Start schemes agreed to develop work within the Ipswich Boundaries, with Home-Start South Suffolk taking responsibility for North west and South west Ipswich, and Home-Start Suffolk Coastal taking responsibility for North East, South East and 2 of the Central wards. We were lucky enough to be granted funding from the East Suffolk Clinical commissioning group, and adding fundraising efforts to this allowed us to take a lead in getting a pilot in Ipswich underway. During the Pilot phase which ran for 1 year, we supported 34 families living in South East Ipswich.

2.3 During the pilot phase we received 35 referrals from the South East area:
- Priory Heath ward- 24 referrals
- Gainsborough ward- 9 referrals
- Holywells ward- 2 referrals

We were able to support 34 of 35 of these families during the pilot phase.

During the pilot phase referrals came from the following sources:
- Health visiting team- 49%
- Self-referral’s- 41%
- Social work referrals- 6%
- Children’s centre referrals 4%

The total number of referrals accounted for 25% of our entire service, and the number of families supported in South East Ipswich accounted for 24% of the entire service.

2.4 Of the 34 families supported in South East Ipswich, 27 received Home-visiting support, from a trained, managed volunteer, 7 received a group only service, and 9 received group and Home-visiting services. Coordinators worked with families and referrers to identify how families were managing in certain areas, and then supported families based on these identified areas. The following chart shows the outcome of this support:

Overall in South East Ipswich 68% of families need was achieved, and 34% were partially achieved.

2.5 21 Volunteers have been provided to support the number of families. 15 of these have been newly trained, and 6 have been from the existing pool of volunteers (due to their experience in complex cases). Volunteers are recruited locally, we ask that volunteers have parenting experience, and they undergo DBS and reference checks. All volunteers receive a minimum of 35hrs training, and an externally
recognised level 2 accreditation. Volunteers receive ongoing support, supervision and training. Volunteers visit families at an agreed time for 3/4hrs per week, providing support in line with a families identified need. Support is monitored by co-ordinators, who liaise with the family, the volunteer and any professionals working with the family. Home-Starts role is to provide the family with skills and support so that one support comes to an end the family are able to cope in the long term, e.g. volunteers can work with a family to help them access local services, attend health appointments, supporting families to improve child school readiness, support in household routines, support with play, support to set up and manage routines etc.

3. Relevant Policies AND Area Action considerations

3.1 South East Area committee priority- Families
3.2 Building a Better Ipswich Themes 1, and 2.- 1.2, 1.6, 2.7
3.3 State of Ipswich report 1.11- Thriving young and diverse population
3.4 Suffolk Health and wellbeing board outcomes 1, 2, 4
3.5 Children’s Trust priority 4

4. Options Considered / Under Consideration

4.1 Option 1 Fund £9000 which is approximately 1/3rd of the remaining annual project shortfall of supporting families in South East Ipswich. £7000 funding has been awarded from alternative sources, but there is still a shortfall of £27,428 to cover the support needs of South east Ipswich

4.2 Option 2 Fund the staff costs 1/2 of a co-ordinators salary for the south east area £8069

4.3 Option 3- Fund ¼ of the shortfall £6857 and provide costs savings to the scheme through the use of free to use public transport and parking permits for volunteers to support families, and prevent these costs from being incurred.

5. Consultations

5.1 External evaluation undertaken 2013- included as appendix b

5.2 Case study appendix c
6. Risk Management

<table>
<thead>
<tr>
<th>Risk Description</th>
<th>Consequence of risk</th>
<th>Risk Controls</th>
<th>Probability of risk occurring taking account of controls (scale A-F)</th>
<th>Impact of risk, if it occurred taking account of actions (scale 1 – catastrophic; 4 – negligible)</th>
<th>Actions to mitigate risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Insufficient funding leading to withdrawal of service from area</td>
<td>Limited non-stigmatised, flexible early intervention service available to families, families requiring later higher level support</td>
<td>B if funding not given</td>
<td></td>
<td>3</td>
<td>Provide funding to service</td>
</tr>
</tbody>
</table>

7. Environmental Impact Assessment

7.1 The project activities will have a minimal impact on the local area, as activities are generally to support ‘normal’ day to day activities, and will take place either within the family home, or in the local area public places.

8. Equalities and Diversity Implications

8.1 There has been no adverse equality and diversity impact identified within the activities of the project. The project will work with a diverse section of society, and include a wide ethnic mix. Home-Start has equality and diversity policies in place, undertakes cultural awareness training with volunteers, and recruits a wide mix of volunteers to reflect the local area.

9. Financial Considerations

9.1 Explanatory notes to any financial implications and a summary table of the implications

<table>
<thead>
<tr>
<th>Revenue/capital expenditure item</th>
<th>2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding towards the ongoing costs of running Home-Start services in SE Ipswich</td>
<td>£9000</td>
</tr>
<tr>
<td>½ of co-ordinators salary</td>
<td>£8069</td>
</tr>
<tr>
<td>¼ cost of scheme</td>
<td>£6857</td>
</tr>
</tbody>
</table>

10. Legal Considerations
10.1 There are no specific legal considerations relating to this report

11. Performance Monitoring

11.1 The activities will be monitored by HSSC and monitoring reports can be provided in line with requests from the area committee

12. Conclusions

12.1 To Continue to offer support, friendship and practical assistance to families in the South East area

12.2 Giving reassurance to parents when they need it.

13. Recommendations

13.1 That the South East Area Committee support the Homestart service and fund either option 1, 2 or 3. From the Area Committee Budget

Reason: To support and reassure parents and families at crucial times
Appendix A

**Ipswich South East area budget.**

General Expenses fixed and variable account for a proportion of the costs of running the scheme, to allow for support to be provided in the South East area.

<table>
<thead>
<tr>
<th></th>
<th>South East</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIRECUTS</strong></td>
<td></td>
</tr>
<tr>
<td>Co-ordinators Salaries inc pension and NI</td>
<td>16138</td>
</tr>
<tr>
<td>Support staff salaries</td>
<td>4500</td>
</tr>
<tr>
<td>Proportion of managers salary to oversee</td>
<td>3000</td>
</tr>
<tr>
<td>Staff Travel</td>
<td>1000</td>
</tr>
<tr>
<td>Staff Training</td>
<td>200</td>
</tr>
<tr>
<td>Volunteers Travel</td>
<td>2500</td>
</tr>
<tr>
<td>Volunteers Training</td>
<td>1700</td>
</tr>
<tr>
<td><strong>General expenses (Fixed)</strong></td>
<td></td>
</tr>
<tr>
<td>Office Rental</td>
<td>1000</td>
</tr>
<tr>
<td>Additional group rental</td>
<td>1440</td>
</tr>
<tr>
<td>Insurance</td>
<td>100</td>
</tr>
<tr>
<td>Audit and Accountancy</td>
<td>50</td>
</tr>
<tr>
<td>Home-Start UK affiliation Fee</td>
<td>500</td>
</tr>
<tr>
<td><strong>General Expenses (variable)</strong></td>
<td></td>
</tr>
<tr>
<td>Postage Printing &amp; stationary</td>
<td>600</td>
</tr>
<tr>
<td>Telephone &amp; Internet</td>
<td>500</td>
</tr>
<tr>
<td>Governance Costs</td>
<td>400</td>
</tr>
<tr>
<td>Promotion &amp; Publicity</td>
<td>100</td>
</tr>
<tr>
<td>Materials and Refreshments</td>
<td>300</td>
</tr>
<tr>
<td>Materials &amp; Refreshments group</td>
<td>200</td>
</tr>
<tr>
<td>Repairs &amp; Renewals</td>
<td>150</td>
</tr>
<tr>
<td>IT Support</td>
<td>50</td>
</tr>
<tr>
<td>Recruitment</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>34428</td>
</tr>
</tbody>
</table>
Empowering Families

Home-Start Suffolk Coastal

An Evaluation of the Big Lottery funded Empowering Families Project

Steve Allman
July 2013
“I LOST MY CONFIDENCE WHEN I HAD KIDS AND THEN HOME-START HELPED ME GET IT BACK. THEY EXPLAINED IT’S NOT ONLY ME WHO NEEDS HELP, IT HAPPENS TO A LOT OF PEOPLE. YOU THINK YOU’RE THE ONLY ONE, BUT THEY TELL YOU IT’S ALL AROUND AND IT’S OK TO ASK FOR HELP.”

**CONTENTS**

- Introduction ................................................. 3
- About The Evaluation ....................................... 3
  - Methodology ............................................. 3
- About Home-Start Suffolk Coastal ................. 4
- Empowering Families ..................................... 4
  - Project Outcomes ....................................... 4
  - Recording ............................................... 5
  - Performance .......................................... 5
- Chapter 1: Universal Services .................... 6
  - Hardiker Levels of Need .......................... 6
  - Confidence ........................................... 7
  - Independence ......................................... 8
  - Accessing Universal Services .................. 9
- Chapter 2: Play and Relationships ............ 10
  - Parent and Child Relationships ............... 11
  - Play ................................................... 12
- Chapter 3: Volunteers ................................. 13
  - What Families Say About Volunteers ....... 14
  - What Volunteers Say about Home-Start .... 15
- Chapter 4: Maximising Income .................. 16
- Kay Partners .............................................. 17
- Challenges ................................................ 18
- Recommendations ..................................... 19
- Conclusion ............................................... 20
INTRODUCTION

“Where The Start Is” is an independent external evaluation of the Empowering Families project, delivered by Home-Start Suffolk Coastal thanks to funding from the Big Lottery Fund. Steve Allman Ltd was commissioned by Home-Start Suffolk Coastal to undertake an independent evaluation during May and June 2013.

From the very early stages of the evaluation, it was clear that Home-Start Suffolk Coastal had performed well against the outcomes agreed with the Big Lottery Fund and the evaluation process was designed to assess the extent of the project’s impact based upon the findings gathered from families, volunteers and key stakeholders, in addition to making recommendations as to the most impactful next steps for the project.

ABOUT THE EVALUATION

As they enter the final year of the three year Empowering Families project, the charity are able to clearly demonstrate how families have benefited and are on target to achieve the agreed outcomes and milestones. The purpose of this evaluation is to provide an external assessment of the extent to which the project is impacting on the lives of the families it supports and to make recommendations on the natural next steps for the project, based upon the views gathered by engaging with families, volunteers and key stakeholders.

Prior to completing this final report, the evaluation was conducted in four distinct phases; commencing with the evaluator undertaking a brief literature review of reports, policies and procedures, followed by direct engagement with families during family group sessions and by individual interviews by phone and in person. The third phase engaged directly with volunteers via a group work session and online survey and the fourth engaged with staff and other stakeholders by way of structured group work and open telephone interviews.

The Board of Directors at Home-Start Suffolk Coastal have taken an active interest throughout the evaluation process and have shown a genuine enthusiasm for hearing and acting upon the views of families, volunteers, staff and other key stakeholders. The Board invited the evaluator to present interim findings at their meeting in May 2013 and have requested a presentation of the final report at their forthcoming AGM in July 2013.

METHODOLOGY

A total of 36 parents engaged in the evaluation; 33 mums and 3 dads. 22 parents completed telephone interviews; 12 took part in group work or individual interviews at family groups; 2 parents were unable to contribute by phone or during family groups and were visited at home by the evaluator.

34 volunteers engaged in the evaluation and contributed their views. 24 completed an online survey designed to generate both quantitative and qualitative data; 6 engaged in the evaluation during family group sessions and 4 attended a volunteers’ lunch and group work session offered as part of the evaluation.

3 professionals who have referred families to Home-Start have engaged in the evaluation and shared their experience of working in partnership with Home-Start; one of whom continues their involvement as a Director.

In addition, the Home-Start Suffolk Coastal staff team has made a significant contribution by encouraging parents to engage with the evaluation process; as well as attending a group work session for staff which focussed on their self-assessment of progress against the project outcomes, in addition to gaining their insight as to the strengths and challenges of the project and their assessment of current and future family needs.
Home-Start Suffolk Coastal believes that every parent should have the support they need to give their children the best possible start in life. Founded in 1999 in response to local need, it is one of only three Home-Start schemes in Suffolk and supports families living in the Suffolk Coastal district from its base in Woodbridge.

Home-Start Suffolk Coastal does not consider there to be any such thing as a typical family and supports people from a wide range of backgrounds, the only criteria being that there is a child under 5 in the household.

Providing the right support at the right time is one of the key underlying principles of the charity, which delivers a flexible range of services in response to the changing needs of its families. Home-Start Suffolk Coastal supports parents in Family Groups in Woodbridge, Felixstowe and East Ipswich; in their own home by matching families with a trained and experienced home-visiting volunteer and provides a number of other opportunities for support, including regular social events and guidance and signposting to other local services.

The charity is affiliated to Home-Start, a national family support charity that helps parents build better lives for their children. Founded in 1973 by a visionary volunteer who saw a role for volunteers to support families in their own home at the start of their child’s life; Home-Start provides support to 32,000 families annually.

There are more than 310 local Home-Start schemes working in communities across the UK and with families on British Forces bases overseas. Whilst the charity may be affiliated to the national charity, it exists as an independent, separately-constituted entity, with full responsibility for its own fundraising and sustainability.

EMPOWERING FAMILIES

PROJECT OUTCOMES

Home-Start Suffolk Coastal designed the project around achieving the following four outcomes for families and volunteers and designated measurable milestones against the following four outcomes:

- 320 families will have improved confidence and independence in accessing universal support services.
- 114 families will have been supported to attend a family group, focussing on the needs of parents and children. These families will have improved parent/child relationships and will understand and engage in the importance of play activities.
- 72 local people will have trained as volunteers and gained transferable skills, and knowledge, with 30 of these gaining a formal qualification. These increased skills will have benefits to the individual in their future employment, confidence and personal development and to Home-Start in the quality of support provided.
- 60 families will receive support through the maximising income project. 30 of these families will have an improved quality of life through increased income, and through the prevention of child poverty.

---

1 http://home-startsuffolkcoastal.btck.co.uk/
2 http://www.home-start.org.uk/
The charity has performed well against the outcomes agreed with the Big Lottery Fund. The initial literature review undertaken by the external evaluator demonstrated extremely proficient systems and processes for recording outcomes and the charity provided the evaluation with full access and explanation of the system.

Home-Start use MESH, the Home-Start UK database, that records essential data about the families it supports, such as their level of need or reasons for referral, in addition to tracking their “family journey”, which is the charity’s method of measuring key changes to a family’s circumstances against agreed outcomes and milestones.

In their most recent End of Year Report to the Big Lottery Fund (March 2013), Home-Start were able to report a successful second year, with two outcomes achieving their agreed milestones in full and the remaining two outcomes achieving 95% completion at the time of writing. The data gathered as part of the evaluation process supports the success reported by Home-Start and acknowledges the same challenges they refer to.

In addition, one of the findings from the evaluation sample drew correlations with some of the outcomes reported by Home-Start from across the full range of families supported where there were close matches:

- Home-Start report that 64% of families report increased independence. 64% of the sample reported the same.
- Home-Start report that 69% of families report improved relationships. 73% of the sample reported the same.
- Home-Start report that 67% of families report improved play. 77% of the sample report increased understanding of play.

Prior to engaging directly with families and volunteers, the evaluator undertook a literature review of reports submitted to the Big Lottery Fund by Home-Start, in addition to their own internal monitoring reports and found that Home-Start has robust procedures and practices in place for monitoring outcomes and can provide the substantial evidence to support their reported progress and achievements.

“WHEN I FIRST STARTED COMING TO THE GROUP I FELT LIKE A TRAIN WRECK. BACK THEN, I DIDN’T KNOW THAT MY DAUGHTER HAD AUTISM. THEY HELPED ME REALISE THAT STRUGGLING DIDN’T MAKE ME A WEIRD MUM; JUST A NORMAL ONE.”
CHAPTER ONE: ACCESSING UNIVERSAL SERVICES

“I was a new mum. Everyone said I looked well, but no one ever asked if I felt it.”

- OUTCOME: 320 families will have improved confidence and independence in accessing universal support services.

Universal support services include the full range of services that are available to all families, but may seem inaccessible to some families who lack the confidence or independence to access them. From child-centred services such as Children’s Centres and playgroups, through to everyday routines such as visiting the doctor’s surgery or job centre; Home-Start aims to increase access by improving parent confidence and independence.

The evaluation found a clear distinction between reported levels of confidence and independence of those families receiving a home-visiting service, who reported higher levels than those attending family groups. 91% of the 22 families surveyed felt that Home-Start had a positive effect on them. 100% of the parents who contributed in family group work sessions reported improved levels of confidence and independence, with 64% of home-visiting families surveyed reporting increased independence and 55% improved confidence.

The research suggests a link between confidence, independence and Hardiker levels of need, with Home-Start’s own data suggesting the majority of families attending family groups have been referred to the group by a professional and are likely to present needs at levels 2 and 3 of the scale, with some at level 4.

The home-visiting service is also taken up by families with high levels of need, but families at level 1, for whom preventative work is the priority, are more likely to take up the home-visiting service than attend family group.

**HARDIKER LEVELS OF NEED**

---

1 The Hardiker Model (1991), a widely used framework for family support work in the United Kingdom
CONFIDENCE

“I felt confident in the group because I knew that we all had these little issues in our lives, some little reason why we were all there, but at the same time I felt that we all shared something in common; we had all been brave enough to ask for help.”

“I don’t take praise and compliments very well, but they helped me realise I’m doing ok.”

“I was left feeling that things weren’t as bad as they first seemed and I COULD cope better than I gave myself credit for. It made me realise that I can get through the tough days.”

“I felt like I’d disappeared into myself, but Home-Start visits brought me out of my shell.”

“I wish they gave you a manual when you leave the maternity ward, but they don’t.”

“My confidence was fine, but I’d just moved house, I’d separated from my partner, I’d found out my youngest had autism; I just needed a couple of hours each week to pop to the shops or the doctors or whatever. It wasn’t about confidence.”

100% of parents attending family group report increased levels of confidence, with common experiences being that it was good to get out of the house, make friends and have someone (another adult) to talk to. Some parents reported an initial reticence to attend the group when referred by their health visitor or social worker, but shared that this soon passed as the staff and volunteers created such a friendly, open atmosphere. One parent shared that their partner disapproved of them attending parent groups, but Home-Start had given them the confidence to attend in any case, whilst another shared that they did not usually attend family groups for fear of professionals “spying” on them, but had found Home-Start to be relaxed and non-intrusive.

During group work, parents shared that it was not only good to get out of the house, but attending family group gave them a specific reason to leave the house, whilst for some it was their only reason to leave their home all week. “It stops me from being at home with nothing to do, staring at the same four walls” said one, “they kick my butt to get motivated and get out”, said another mum, metaphorically speaking.

Of the 22 parents interviewed individually, 15 received home-visiting support, 1 had attended family group and 6 families had received both of these services, attending family group and receiving home visiting support.

55% of parents surveyed individually agreed that support from Home-Start had improved their confidence, but many in this group reported they were already reasonably confident prior to receiving support. Commonly, this group tended to report high levels of confidence as an individual, but low levels of confidence as a parent.

Parents in this group described how their home-visiting volunteer had been essential in having the confidence and motivation to leave the house and access universal services, complete everyday tasks and chores. Some parents reported high levels of isolation and a lack of parenting role models in their immediate circle, which had impacted on their confidence as a parent; “there’s no way of knowing if I’m getting it right or not.”

95% of volunteers surveyed felt they had helped a parent to feel more confident. One parent shared her initial concerns that seeing an experienced and trained volunteer with her children, a “Mary Poppins” figure, may actually reduce her levels of confidence. In reality, she was surprised to find that the volunteer’s approach was similar to her own, which increased her confidence by reducing her perception of the “chasm” she felt existed between her perceived ideals of parenting and the everyday realities of parenting young children.

Where The Start Is | Empowering Families | Home-Start Suffolk Coastal

Page 41
**INDEPENDENCE**

“When Home-Start first came to my home, I was like a scared little child curled up in a ball and my ex-partner did all of the talking. That was 2 years ago, but already feels like 10.”

“I was really anxious about going out to do things, even little things like appointments.”

“I don’t always feel that I need to ask for help, but just knowing that I can and it would be there if I needed it makes me more eager to do things for myself.”

“Before Home-Start, it was impossible for me to take both boys out on my own.”

100% of parents who contributed to group work during family groups reported increased levels of independence and a further 64% of parents interviewed individually reported an increase in independence.

Parents shared a range of experiences regarding independence, with some differentiating between *feeling* independent and being able to fulfil tasks independently, or the restrictions they faced in doing so. Parents reporting improved levels of independence shared examples of being able to pop to the shops or collect older siblings from school, either with their volunteer accompanying them or taking care of their younger child. Some parents described activities they would not have been able to take part in independently; one mum with twins was supported to attend Baby Massage, which would have been impossible on her own with two babies.

86% of parents agreed that Home-Start had a positive effect on their child and independence was a key factor here, with some reporting Home-Start provided an opportunity for them to act independently from their child, and for their child to experience brief independence from their parent. For children, the brief moments spent with a volunteer were their first taste of independence from their parent and some families acknowledged that experience of being with other adults was positive preparation for school or nursery.

For parents, home-visiting volunteers provided the opportunity for brief independence from their child, with many parents describing their efforts to complete as many household tasks as they could in the available time! Parents attending family groups value the group format, which provides an hour where the children are entertained by staff and volunteers, with parents taking part in a group activity in another room. For some parents, this might be the only hour of the week that they are able to act independently from their children.

Parents receiving home-visiting support report a higher level of independence than those receiving support through family groups, which the evaluator attributes in part to varying levels of need. The majority of parents attending family groups have been supported by Home-Start to manage multiple issues impacting on their level of independence; which may include financial needs, safeguarding concerns, mental health needs or disability (parent or child).

Some parents experiencing multiple needs reported that Home-Start had offered the right level of support and, in some cases, “done everything it could”, but the impact of their multiple needs meant it was unlikely that support they received from Home-Start alone would increase their independence.

Some families receiving home-visiting support also reported having multiple needs, but these did not appear to detract from the primary shared experience of being supported by Home-Start to access universal services.
“One of the guys from the education centre gave a talk at the family group, so I did a few courses and I won an award for Adult Learner of the Year.”

“I was living in a small village stuck at home with the boys. They suggested a playgroup not too far away and even offered to help with transport for me and the kids to get there.”

“I was having some housing problems at the time, but Home-Start put me in touch with an organisation who provided me with some good housing advice.”

“I used to feel too shy to go into places like the Children’s Centre, but now I take my daughter there whenever we’re nearby and have some spare time.”

“They love going to playgroup at church, but without our volunteer we’d never get there.”

68% of parents surveyed agreed that support from Home-Start had enabled them to access universal services. Parents in receipt of support via both family groups and home-visiting volunteers cited a number of everyday universal services that support from Home-Start has enabled them access; such as doctor and hospital visits.

By the nature of the service, those parents who had been supported by a home-visiting volunteer cited a wider range of universal services they accessed with support from Home-Start. These services included a range of drop-in and leisure services, with a particular emphasis on play and socialisation opportunities for children; access to Children’s Centres, playgroups, play schemes, sports activities and twin groups had been facilitated.

Parents shared Home-Start has facilitated universal access to educational services too, including being able to attend parents evenings and sports days at school, with one mum sharing that “before Home-Start, I never went to any of the events at school, it was just impossible for me to get there with little ones in tow as well”.

A significant number of parents contributing to the evaluation had children with disabilities or special educational needs (the exact number wasn’t measured, but the evaluator estimates it to be at least 25%). For this group of parents, Home-Start had been crucial in facilitating access to a range of specialist services, with parents sharing support received at school SEN reviews and meetings to discuss their child’s behaviour.

In addition, a number of parents reported that Home-Start had increased their access to universal services by referring them or signposting them to other services. For parents of children with special educational needs, examples included Opportunity Groups, the Parent Partnership Service and Contact a Family; with one recalling Home-Start arranging a meeting with a disability charity and caring for her child whilst she attended.

Levels of confidence and independence, as discussed, impact on a parent’s ability to access universal services, but additional barriers are simply the practicalities of parents making arrangements or researching the opportunity and organising for the family to get there; Home-Start encourages and motivates families to do so.

64% of volunteers contributing to the evaluation agreed that their support had enabled a family to access universal services. One point of note is that families and volunteers understood the concept of universal services after further explanation, but the phrase itself was unfamiliar, which impacted on their ability to make a reasonable judgement as to whether or not Home-Start improved their access. An additional point on terminology is that some of the services accessed by families of children with special needs are universal in that they are open to all families of children with special needs, but are considered specialist services by some.
CHAPTER TWO: PLAY AND RELATIONSHIPS

“I notice little changes, like the way I read books to my son. Before Home-Start I’d read from start to finish and he’d just sit there. Now we talk about what’s on all the pages.”

- OUTCOME: 114 families will have been supported to attend a family group, focussing on the needs of parents and children. These families will have improved parent/child relationships and will understand and engage in the importance of play activities.

The Empowering Families project enables Home-Start to run weekly family groups in Woodbridge and Felixstowe. Parents attending those groups during the evaluation described a number of benefits, primarily having a reason to leave the house, engaging their children in positive play and socialising with other parents. Family group sessions are two hours, with the first hour run as an open play session for parents and children and, for the second hour, staff and volunteers provide structured play for children whilst their parents take part in a social activity together. During the evaluation, this session was used to undertake group work with families, but previous activities include cooking, crafts such as painting or card-making and occasional talks.

Home-Start previously ran a family group in Leiston, but this evolved into a peripatetic service offering alternative home-visiting support following feedback from parents who found it difficult to attend the group due to rural isolation and a lack of regular public transport in one of the most rural parts of the county.

Home-Start recently launched a new family group in South East Ipswich which builds upon the learning from the previous family groups by running as an open “drop in” session for local parents and children. The team anticipate that, by providing a universal service in an easily accessible venue, they will attract parents from the immediate area who may be experiencing level 1 and 2 needs but who are not engaging in statutory services, so would be unlikely to be referred to Home-Start via the usual channel. Home-Start hope that this approach, combined with a new “light” referral process, will increase the number of families supported by the charity and create a ripple-effect in being able to support families with other needs that become apparent over time.

There is strong support for the new model of family group; most importantly from families using all three groups currently, who reported that the informality of the group is one of the most valued attributes; “if you want to talk about stuff you can, but you don’t have to, they’re not in your face like some people can be.” Volunteers at the South East Ipswich group felt that the drop-in method would prevent the group from stagnating or becoming a clique, with new families joining the group more frequently and others moving on.

During their focus group, staff valued the lighter referral process, with a number of them identifying excessive paperwork as one of their greatest challenges, or weaknesses, which could impact on their time with families.

One point of note; all parents who contributed to the evaluation during family group sessions could demonstrate that Home-Start had a positive effect on their family relationships but, along with home-visiting parents, were uncomfortable with the suggestion that Home-Start “improves” their parenting relationships, with some suggesting they have a positive parenting relationship on the whole, which is less positive at critical times, depending on a combination of other factors, such as stress, money, relationships, health, etc.
“By giving me a break, I could come back refreshed and able to deal with his behaviour. I hate admitting it now, but during the tough times, I hated my son for how he was.”

“I was quite stressed with a lot going on, so when she came round and took my kids to the park it was good for me to have some time out, but also them to have time out from me.”

“She showed me different techniques for parenting, like discipline and how to cope.”

“Coming to group gives me something to talk about with my kids and helps build a bond.”

“I never used to go to groups, but they’ve brought me out and helped me to help my kids.”

All parents who engaged in the evaluation during family groups agreed that Home-Start had helped to improve their relationships with their children and only 5% of parents receiving home-visiting support disagreed.

As mentioned, there was significant discussion with parents around notion of “improved” relationships, with the evaluator offering an alternative view whereby the parent-child relationship is non-static and follows a spectrum which may improve or deteriorate according to a number of factors.

This view was widely accepted by parents, who went on to give a range of examples which indicated that support from Home-Start at improved their relationships at critical times of their lives. Coping with stress, depression and poor health were critical examples of where Home-Start had enabled some parents to maintain a positive relationship with their children, by providing a brief break from parenting, or by signposting parents to other agencies whose intervention had a secondary positive impact on the relationship.

Role-modelling was a key factor identified by parents who felt that simply seeing other adults (staff and volunteers) interact with their child improved their own parenting by observing the way in which another adult engaged their child in conversation or play activities, responded to their needs or managed their behaviour. Parents valued Home-Start’s policy of only engaging volunteers who have demonstrable parenting experience, with many reporting that hearing their volunteer’s parenting experience had a positive effect on their own.

One parent reported feeling reassured that her volunteer had also struggled to cope with her own children in the early years, but had “come out the other side ok”, whilst another parent identified a positive unintended side-effect in that her volunteer improved her relationship with her teenage daughter, simply through providing a neutral presence, listening to concerns from all parties and providing objective guidance to both.

In family group sessions, some families shared their experience of feeling that their relationship with their child, or their parenting abilities, were under constant scrutiny by professionals, particularly where there were safeguarding concerns. However, those families acknowledged that, whilst Home-Start was also aware of specific concerns, staff and volunteers spoke to them as equals, as parents, and they did not feel judged.

Parents of children with special educational needs in particular are a group who report significant improvements in their relationships with their children; for many of these parents, attending family group gave them the confidence to access other services which had a secondary impact on their relationship with their child; and for some the family groups provided their first experience of seeing their child accepted and included alongside others; one mum said “I used to be so protective of her, I would wrap her up in cotton wool, but just seeing her here playing alongside other kids makes me relax and feel more optimistic for her”.

"Where The Start Is | Empowering Families | Home-Start Suffolk Coastal Page 45"
“They’re a lot more social and happier, playing with other kids and getting involved.”

“My eldest wouldn’t touch messy stuff before, but now we spend a lot more time getting paints and Play Doh out and getting messy!”

“The “story sacks” are great, my daughter loves the dinosaur story. I used to hate reading to her, but it encourages you to read the whole book and use your imagination.”

“My child has autism and doesn’t “play”, but that didn’t stop my volunteer from always taking him out to the park, keeping him active and trying different things.”

“When I feel like I can’t play with him, I can take a step back and my volunteer steps in.”

“From coming to group and playing with other kids, I’ve noticed that my son’s come out of himself more and his speech as really improved.

77% of parents surveyed agreed that Home-Start promoted the importance of play. Home-Start’s own measurements go further, with their Year 2 report stating that 67% of the 76 families attending family group last year report playing with their child daily for at least half an hour and 65% reading to their child each night.

The evaluator witnessed a number of play activities during family groups, where a wide range of toys and games were available to children from art and craft activities through to imaginative play and active play. One notable moment in Felixstowe saw children mimicking volunteers setting up “snack time” in a pretend kitchen!

Parents attending family group were positive about the play opportunities available to their children, with some reporting that play and the opportunity to socialise with other children a key factor in their attendance. Furthermore, many parents remarked about gaining confidence from seeing their children play with other adults, for some who were isolated from their families; it was the first time another adult had played with their child and some reported feeling more confident about other adults looking after them at school or nursery.

Play had a strong impact for home-visiting families too, where parents frequently referred to volunteers being adept at playing with and occupying their older children whilst they attended to their youngest. Some parents said volunteers had brought their own older child’s games or toys to the house for their children to borrow, or had shown an active interest in engaging their children in new and imaginative games and activities. Some parents referred to the low cost involved in entertaining children, with one remarking her son enjoys going to the park with their volunteer and collecting leave and sticks more than any of the toys she’d purchased.

Critically, many parents in the sample group also acknowledged the wider benefits of play and felt Home-Start had achieved a number of additional outcomes. Social skills, language development, behaviour, boundaries, relationships and sharing skills were all areas of improvement referred to by parents as a result of improved play, with some parents suggesting that improved play had improved their relationships within the whole family; one mum said her son’s behaviour improved after she consciously made time to play with him. Another mum acknowledged that she used to play with her son, but he had been “squeezed out” since his sister was born and the support from Home-Start enabled her to recognise this and redress the balance.

Perhaps the most notable finding from conversations with parents in family group about Outcome 2 was their realisation that the smallest and simplest of changes can have the biggest impact on play and relationships.
CHAPTER THREE: VOLUNTEERS

“It’s testament to her and her personality that we were all at ease with her so quickly. It’s hard to explain just how much she helped me. I was never once patronised for wanting help, despite me feeling like a complete failure.”

- OUTCOME: 72 local people will have trained as volunteers and gained transferable skills, and knowledge, with 30 of these gaining a formal qualification. These increased skills will have benefits to the individual in their future employment, confidence and personal development and to Home-Start in the quality of support provided.

Home-Start has invested significant time in developing advanced and robust policies and procedures for volunteer recruitment and training. This was evident from the initial literature review, with the evaluator being given access to all training materials, course outlines and training evaluations, and supported by the volunteers and families who took part in the evaluation.

100% of the 26 volunteers who returned a survey agreed that Home-Start was a positive volunteering experience; made them feel valued; gave them sufficient training; had a positive impact on families; that families made them feel valued and that they would recommend volunteering with Home-Start to others.

All 26 volunteers surveyed had supported families via home-visiting, but 9 had also supported families in family groups and 3 volunteers had supported families as part of the maximising income project.

Home-Start scored exceptionally highly in other areas too, with 96% of volunteers reporting they had gained new skills; 86% saying they had shared their skills with families and 75% reporting that both their confidence had improved by volunteering with Home-Start and that they had been offered a formal qualification; with others reporting they know formal qualifications are available, but they don’t wish to formalise “helping out”.

Shared skills included, predominantly, cooking and household tasks, ways of soothing babies, including songs and nursery rhymes, play and games, household budgets and, for some, dealing with difficult behaviours.

54% of volunteers surveyed considered that Home-Start had made them more employable, with one volunteer attributing gaining a new job to the new skills and confidence she gained from volunteering. Although volunteer age wasn’t measured, many volunteers within the sample reported being of retirement age and suggested that they weren’t looking for employment, but felt their new skills would help them if they were.

In addition to training, volunteers and families report the matching process to be equally robust. Only two families felt that their volunteer had been the wrong match; one felt that her volunteer was not agile enough to be able to play with her children, whilst another felt her volunteer was inexperienced and lacked confidence – but these two were incredibly isolated examples and had both been suitably addressed and quickly repaired.

Almost without exception, parents report a close bond with their volunteer, some of whom have come to regard their volunteer as a surrogate parent or grandparent; all of whom have come to regard them as friend.
WHAT FAMILIES SAY ABOUT VOLUNTEERS

“I adore those lovely ladies! They don’t gain anything, but they give so much.”

“I don’t know how she does it, but she always seems to come round at the times when I need her most. I always feel that, if I need help, she’ll try and see me if she can and it’s something for me to plan for and look forward to.”

“Yes. Yes. Yes. I got really big physical and mental support from my volunteer. Not only did she help with the children, but she helped me as a mother as I had someone to talk to. She was non-judgemental, just understanding and talking.”

“We talk a lot about cooking and she’s given me recipes which have changed some of our eating habits. We like talking and it’s been good for me as I don’t usually do that.”

“We sit and talk about parenting and my volunteer says to me I’m doing fantastic! So I say to her, do you ever have to leave me, can’t you stay forever?!”

“She (my volunteer) goes on all these courses, so she comes back and tells me all about it and she’s giving me all this advice on how to work things out.”

“Ironically, my volunteer helped with my teenager, who was having some issues, so she’d sit and talk to the volunteer about them, who could then help me and her remove blocks.”

“Last week I was really tired and stressed, so she took my son to the park. I got an hour to myself. Some weeks we’ll just sit and have a chat and a rant and sort a few things out.”

“They’re so good that I sometimes wish they could come more than once a week, but then I remember that they’re just volunteers and they’re not doing a paid job.”

“She’s amazing! Allison (the co-ordinator) does such a good job of pairing up. For example, I’m still breastfeeding my child at a time when other mum’s may have stopped, but she understands why I want to and she doesn’t judge me or make an issue about it.”

“My partner drives a lorry so it’s baby talk all day and HGV talk all night. I really look forward to her coming round so I can have an adult conversation!”
“Hearing stories of current volunteers during training then working with a family has been great. Knowing I’m making a difference to a mum and her children is very rewarding.”

“Having brought up two daughters of my own, I’m happy to use that experience to help other families who may need a helping hand for whatever reason.”

“Some situations whilst volunteering aren’t so positive, but the support and training helps you accept the good with the bad but, most of all, understand it.”

“From my first contact with Home-Start ... I’ve been impressed by not only the professionalism of the team, but also their warmth and friendliness.”

“They treat volunteers as individuals whose particular characteristics are taken into consideration in matching with families. They engender a feeling of confidence that everyone has something to offer, even if it’s a very simple something; oneself!”

“I’m quite confident anyway, but the skills Home-Start gave me helped me have confidence that I am giving my family the best support I can.”

“All volunteers start out with a feeling of uncertainty about how things will be and exactly what they will be able to do, but confidence grows with positive experience and, if ever there are less positive issues, Alison and Tara would always be supportive.”

“The training was comprehensive and delivered at just the right pace. Despite some of the subjects covered being quite daunting, I felt just the right level of humour and fun was injected into the course.”

“The initial 10 week one-day course is comprehensive and is backed up by ongoing refresher and additional courses, both mandatory and optional. I have done quite a few of these but would like to continue to do more as it’s always good to be aware and the training days also provide a great opportunity to be with other volunteers and learn from them (and enjoy their company).”

“After completing the Maximising Income training, I have worked with several families. One family was featured on the BBC Saints and Scroungers programme as the maximising Income revealed they were entitled to Income Support, Child Tax Credits and help with hospital costs which the family was not claiming; this was a very positive outcome.”

“Over-stressed parents also sometimes see a different way of engaging with children in the volunteer. Children benefit from this. Parents usually benefit from the company and the sheer relief of someone else occupying children.”
CHAPTER FOUR: HOUSEHOLD INCOME

“I had my benefits reassessed and got a big refund. Without Home-Start I don’t think I would have had the confidence to question whether my payments were correct and challenge them.”

- OUTCOME: 60 families will receive support through the maximising income project. 30 of these families will have an improved quality of life through increased income, and through the prevention of child poverty.

The fourth and final outcome of the Empowering Families project is perhaps the easiest one to measure, but the support provided to families under outcome four has taken a broader approach than initially anticipated.

In performance terms, Home-Start has performed well against a difficult backdrop of changes to government policy which have created a benefits system widely different to 2010 when the project was first planned. Having completed 35 of the required 37 maximising income checks in Year 2, Home-Start were concerned that the welfare system was changing at a faster rate than the advice and support structures around it, so took the decision to postpone further checks until after the Comprehensive Spending Review in June 2013.

Only 9% of families in the sample agreed that Home-Start had increased their household income, but Home-Start’s own records report wider agreement, with approximately 25% of families who received a maximising income check in Year 2 consequently receiving a real-terms cash increase in their level of benefit payment.

27% of volunteers surveyed shared that they had helped families to assess benefit and grant entitlements, with 14% reporting known a known increase to household income. In qualifying their response, volunteers referred to support with household budgets, reducing shopping costs and identifying free or cheap, activities for children as being the reason behind the increase, rather than changes to social security and welfare.

Many families also made reference to receiving an unexpected Christmas Hamper from Home-Start, at a time when their finances were strained and there is evidence to show Home-Start signposts to other services. These small actions, when accumulated, can contribute to increasing income and preventing child poverty.

“They arranged for someone to help me fill out forms for Disability Living Allowance.”

“They did talk to me about finances and, since they’ve stopped coming, it’s motivated me to go to the Council and get a few things sorted out.”

“They put me in touch with a charity who advises on disability benefits and they even looked after the little ones for me whilst I went to the appointment.”

“My volunteer had some experience of getting her own benefits sorted out and it really helped me to hear about what she did and find out who I had to talk to.”
“Some families, because of their needs and experiences, can quickly become comfortable using services like Home-Start as a “crutch”. However, Home-Start designs their service in such a way that families don’t build that dependency; they act as a third party that always enables them to access other local services so they stand a better chance of being independent.”

“Referring a family to Home-Start is really straight forward. Their forms are very simple and clear, yet manage to capture a lot of detail about the family’s story”.

“As a referrer, the value of Home-Start is its unique role as an independent resource which supports the family directly whilst working alongside other agencies who may be involved.”

“I always hear good reports about the volunteers; that they empower families to take responsibility rather than negotiate a level of dependency.”

Approximately 75% of families are referred to Home-Start by professionals, mostly those in statutory services including Health Visitors, Social Workers and staff from local Children’s Centres. One of Home-Start’s key benefits for families is that it has established a wide network of statutory and voluntary support services.

The literature review and MESH database shows that Health Visitors make the majority of referrals to Home-Start, and this is supported by the families surveyed, many of whom weren’t aware that support was available. As a project evaluation focussed on outcomes rather than an evaluation of need, families who engaged were not obliged to share details of why they were referred to Home-Start as some would not be comfortable discussing those needs with an external evaluator with whom they had no existing relationship.

However, some families did indicate that safeguarding concerns or concerns about their mental health had led to Home-Start becoming involved and, where that was the case, they reported positive outcomes. Home-Start was reported to have engaged in a number of statutory processes, including Team Around the Child (TAC) meetings with other professionals and attending meetings in school concerning statements of special educational needs or behavioural issues.

Home-Start has a positive relationship with the other two schemes in the county and the three have recently commenced joint planning meetings to focus on delivering a countywide service and avoid duplication which, in part, has resulted in the Ipswich Family group commencing, with support from Suffolk County Council. The charity has also been in discussion with another local charity about partnership working and shared resources.

The evaluator was able to engage three referrers in the evaluation, who all remarked on the positive impact of Home-Start on families and acknowledged strong links with local Children’s Centres and other services. One referrer commented on the recent changes to the referral process, which has become a registration process rather than an assessment-based process, and felt this change would benefit more families in future.

Whilst very few families commented on key partners outside of Home-Start, there was a general consensus from family group families that Children’s Centres hold a wealth of useful information about a range of support services available to families, but those families who don’t attend would not access the information.

Similarly, some home-visiting families reported that they found out about Home-Start by chance through their health visitor, but knew of other families in need locally who had not been told about Home-Start by theirs.
CHALLENGES

There were very few criticisms of Home-Start throughout the evaluation period with the overwhelming majority of families and volunteers relating positive examples of their experience of using its services.

When asked about weaknesses or unmet needs, the only weaknesses parents could offer were that Home-Start should offer a 24 hour service “like Tesco” or that maternity wards should give mums a leaflet about it. With 100% of volunteers agreeing they would recommend Home-Start to others and 91% of parents reporting a positive impact on their children, areas for improvement were hard to come by, but there were some...

Marketing: some families, and volunteers, felt that Home-Start would benefit from additional funds to market itself and its services to a wider range of families. Some parents reported discovering the service by chance; one saw an advert for volunteers in their church magazine, another picked up a leaflet at the doctors’ surgery. Parents identifying marketing as an area for improvement suggested potential means of advertising to parents “at source”, such as via maternity units, family planning clinics, nurseries and schools. However, they acknowledged the challenge of successful marketing resulting in increased demands for the service.

Endings: Whilst most parents felt that their support had ended at the right time and on their terms, a small number (four) shared their thoughts as to how endings could be improved. One parent felt that she was asked to leave family group too soon and wasn’t ready and was upset that her friend, who she considered to be at a similar stage, was able to continue attending the group. Another felt her volunteer support ended too soon.

There are some inconsistencies in the length of support offered to families and these are visible to parents. For example, some parents attending family groups have been going for over two years, whilst others have been encouraged to access universal services after just a few months. Home-visiting support lengths ranged from 2 to 18 months. Whilst realising that families have very different and individual needs, it may be useful for both the charity and the families if there was clearer guidance about the likely duration of support.

Increased Demand: Outstanding referrals show there is a real demand for Home-Start’s services and it would appear that this is compounded by cuts to other statutory services and changes to the welfare system. Furthermore, there are families already supported by Home-Start who would like more support; particularly those in family groups who would like attend more regularly than once a week. Some parents receiving home-visiting support acknowledged the demand on the service; but felt they would benefit from more hours.

In contrast, whilst most families regarded Home-Start support as a necessity, some reported that it had been a “bonus”, with two suggesting they had been prepared to purchase equivalent support if required. Staff are very clear that “there is no such thing as a typical Home-Start family” and universal access to the service by any parent is a core principle but, as demand increases at a higher rate than available resources, Home-Start may face the challenge of ensuring that the parents who access their service are the parents who need it the most.

“There is no such thing as a typical Home-Start family.”

“Today everything seems ok and I can cope, but tomorrow I might be one of those families who needs some help.”

Where The Start Is | Empowering Families | Home-Start Suffolk Coastal

Page 52
RECOMMENDATIONS

Home-Start Suffolk Coastal is able to clearly demonstrate that it is meeting and, in many cases, exceeding the intended outcomes of the Empowering Families project and, as a result there is little room for improvement.

However, with a view to being able to sustain the project beyond the funding period and taking into account some of the suggestions made by parents, volunteers and staff during the evaluation process, the following recommendations are offered for consideration by the charity’s board of directors and staff team:

Recommendation 1

There is scope for home-visiting support to take a more structured approach and perhaps be time-limited based upon a family’s specific needs at that time. Such an approach could potentially eliminate inconsistencies in length of support, but also ensure volunteers and families are focussed on specific needs.

Recommendation 2

In relation to the recommendation above, it is recommended that the charity is clearer with families (and volunteers) about how and when support will end and what may be available in terms of follow-up support, perhaps by utilising tools such as the “family journey” chart to enable parents to track positive improvements.

Recommendation 3

There is an appetite from parents to take part in focussed courses or sessions which will enhance their development of key skills; such as cooking, play or money management. Some parents are interested in gaining accredited qualifications in these areas; but others would gain in confidence simply by attending.

Recommendation 4

To continue to learn from and develop the new format for family groups, which shows signs of having the potential to support more families on a transient basis as they drop in (or out) without building a feeling of dependency which some of the families in the other groups describe and maintaining its universal access.

Recommendation 5

In relation to outcome 4, but possibly others, some families were interested in hearing brief external “talks” from other agencies and professionals which may incorporate benefits advice, interview skills, CV writing, etc.

Recommendation 6

In relation to future challenges, it is recommended that the board and staff team consider their contingency to respond to rising levels of demand for the service, ensuring it can still be accessed by those who need it most, perhaps by developing clear referral criteria or perhaps by subtle marketing references online and in print.

Recommendation 7

It is recommended that Home-Start develop a marketing strategy to enable easier access to information, with a particular focus on utilising their website to reduce admin; online referrals, volunteer applications, etc.

Recommendation 8

It is recommended that the charity develops a “product and service” mentality to enable clearer communication with families, funders and commissioners about the added value in its range of services and, in time, the ability to market those products and services in their own right, perhaps generating its own income.
CONCLUSION

It is the opinion of the external evaluator that the Empowering Families project has indeed empowered families and the project has entered its third and final year on course to achieve the agreed outcomes.

This opinion is formed on the basis of the information, experiences and opinions shared by the families receiving support from Home-Start (who account for over one third of families supported) and the volunteers providing support to those families (who account for nearly half of the current volunteer pool).

In addition, the staff team and board of directors have been able to provide sufficient evidence in the form of information, data and documentation to reassure the evaluator of the project’s achievements in years one and two and that they remain focussed on delivering the key outcomes to families in year 3 and it is hoped these outcomes will have a lasting impact on families and volunteers which extends beyond the funding period.

Steve Allman, 1st July 2013

FURTHER INFORMATION

For more information about Home-Start Suffolk Coastal, please visit www.homestarteastsuffolk.org.uk

ACKNOWLEDGEMENTS

The author wishes to acknowledge and thank all the parents and volunteers who shared their experiences, in addition to the staff team at Home-Start who were extremely helpful in providing key data and information and the board of directors who have taken an active interest in learning from the evaluation throughout.

ABOUT THE AUTHOR

Steve Allman is an independent consultant with eighteen years of experience working with children and families in the voluntary sector at every level from volunteer through to chief executive and chairman.

An experienced practitioner in the youth and social care sectors, his direct work with families of disabled children and young people with complex needs and experience as chief executive of a large voluntary organisation provides an unusual insight into the importance of charities understanding evaluation and impact.

Steve has served as chair of the Council for Disabled Children and the Suffolk Children and Families Forum; as vice chair of Young Suffolk and as Social Entrepreneur in Residence at the School for Social Entrepreneurs East.

Now a freelance consultant and researcher, Steve helps charities and social enterprises to deliver their vision and enables them to deliver real outcomes to real people and (maybe) change the world a little bit.

For more information, please visit www.steveallman.com
Appendix C

Casestudy November 2013

The family consists of:

Mum & Dad
Boy age 5
Boy age 3
Girl age 1

The family are originally from Afghanistan. Dad has lived in the UK for over 10 years but mum has only lived here for 4 years. The family now reside in the Priory Heath area of Ipswich.

The referral to Home-Start Coastal for the family came from a First Steps to Play worker at a local children’s centre. This family had come to their attention after a report was made to social services alleging that mum had been seen ‘rough handling’ the children.

Currently the family are being supported via ‘Team Around the Child’ which includes professionals such as a Health Visitor, school Liaison Officer, Children’s Centre worker and now Home-Start.

Mum’s English is very limited, there are no other family members in the UK and this has left her isolated and unsupported. She does not appear to have made any friends yet and only attends one group on a Wednesday morning, her attendance there is intermittent as she has to rely on her husband to take her at it is some distance from the home. Dad works long hours and is currently on suspension due to an altercation with a colleague which is having worrying financial implications for the family.

The eldest child is displaying behaviour problems at school and needs one to one assistance; he is due to be assessed to see if he is displaying autistic traits. There is concern that on a three month family visit to Afghanistan in 2012 he may have witnessed some upsetting things. There appears to be a lack of toys and stimulation for the children at home.

On visiting the family it became clear that dad is very supportive in trying to encourage mum to speak English and socialise more. When possible he is happy to drive mum to her English classes on a Wednesday morning. There is some concern however that neither mum nor dad are instilling boundaries for the children around their behaviour.

Our volunteer Ann was matched with the family three weeks ago, Ann is retired but previously worked as a teacher who taught students who had English as a second language. Ann is spending half her visit helping mum to learn English and the second half playing with the children (she takes some toys with her). Ann has also been researching local toddler groups that mum can attend and she is willing to accompany her initially so that it is not too daunting for her.

At a recent Team Around the Child meeting, despite our support still being quite new, professionals were really impressed with Home-Start. Dad expressed his gratitude and mum has already started making progress with her English and wrote a whole paragraph with Ann. Her weekly visits are also
helping with mum’s isolation and Ann is assisting mum with ideas for appropriate play equipment and opportunities.

Ann has also offered to assist, with the parent’s agreement, on communication barriers with the school so that work they are doing around consequences for behaviour and boundaries can be mirrored at home.

Mum and Dad are very accepting of their volunteers support, and are allowing their volunteering to become increasingly involved in their family life.
Home-Start

Suffolk Coastal

Strategic and Business Plan

2013 – 2016
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Executive Summary</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Background</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Current Overview of Home-Start Suffolk Coastal</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>The Local Context</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>External Influences</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Principles</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Aims and Objectives</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Service Delivery</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Volunteer and Staffing Structure</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Quality Assurance</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Marketing</td>
<td>10</td>
</tr>
<tr>
<td>12</td>
<td>Finance</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>Fundraising Strategy</td>
<td>12</td>
</tr>
<tr>
<td>14</td>
<td>Monitoring and Review</td>
<td>13</td>
</tr>
<tr>
<td>15</td>
<td>Conclusion</td>
<td>13</td>
</tr>
</tbody>
</table>

### Appendices

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Map – Suffolk Coastal District and potential expansion</td>
<td>14</td>
</tr>
<tr>
<td>B</td>
<td>Suffolk County Council Integrated Services and Social Care – 7 Localities</td>
<td>15</td>
</tr>
<tr>
<td>C</td>
<td>Organisation Chart – Home-Start Suffolk Coastal</td>
<td>16</td>
</tr>
<tr>
<td>D</td>
<td>Operational Plan 2013-14, Year One</td>
<td>17</td>
</tr>
<tr>
<td>E</td>
<td>A. Home-Start Quality Areas and Standards</td>
<td>18</td>
</tr>
</tbody>
</table>
1. **Executive Summary**

Home-Start Suffolk Coastal was established in 2000 to provide a service to families who may be in need of support at a critical period of their parenting. The Scheme does this by recruiting and training volunteers, who are usually parents themselves, to visit families with children under 5 years old to offer informal, friendly and confidential support. It is part of a national scheme Home-Start UK (HSUK), which provides guidance and a robust quality assurance scheme. Home-Start Suffolk Coastal is registered with the Charity Commission.

Home-Start operates across the full Suffolk Coastal District and liaises closely with the statutory services run by Suffolk County Council, including Child Protection and Children’s Centres. It maintains close relationships with the other two Home-Start Schemes in Suffolk – Mid-Suffolk and South-Suffolk - and expects to join with them in tendering for services Suffolk-wide in 2013-14 as part of the County Council’s move towards commissioning of services. In line with providing services county-wide especially to deprived areas, Home-Start Suffolk Coastal has begun a home visiting and family group pilot project in East Ipswich. In due course, depending on funding opportunities, the Scheme may expand into the deprived area of Lowestoft and other parts of Waveney District Council.

Home-Start believes that children need a happy and secure childhood and that parents play a key role in giving children a good start in life. The Scheme supported 93 families in 2012 and is planning for a 15% yearly increase of activity. Home visiting will remain the core service supported by family groups and innovation in providing services to ‘hard to reach’ families.

Home-Start relies strongly on its volunteers, who receive accredited training after a strict recruitment and selection process, which includes DBS (Disclosure and Barring Service) checks. All volunteers receive regular one-to-one support and supervision from the Coordinator. Staff receive regular supervision and are professionally developed through training offered by HSUK and other voluntary agencies such as SAVO (Suffolk Association of Voluntary Associations).

A Management Committee of ten Directors with backgrounds in health, education, finance, management and marketing provides assurance of proper governance of the Scheme. All service delivery, staff and financial activities are underpinned by Policies and the HSUK Quality Assurance system.

The Scheme enters 2013-14 with finances in good heart and controlled expansion plans which are aligned with the business environment.

In common with all charities it is reliant on receipt of income from statutory and or charitable sources to resources its plans for the future. Home-Start Suffolk Coastal aims to take its well-regarded services to as much of Suffolk Coastal District and its environs as possible, particularly with deprived families in mind. The degree to which it can do so, will depend on adequate funding from a range of sources, and effective management of staff and volunteers, for which the Scheme is well placed.
2. **Background**

**What is Home-Start Suffolk Coastal**

Home-Start Suffolk Coastal was established in 2000 to provide a service to families who may be in need of support at a critical period of their parenting. The Scheme does this by recruiting and training volunteers, who are usually parents themselves, to visit families with children under 5 years old to offer informal, friendly and confidential support.

To Home-Start every family is special and the Scheme responds to each family’s needs through a combination of home-visiting, group work and social events.

Home-Start is acknowledged widely by research (Frost & Stein et al 1996 and others) to be an underpinning support service, offering a low-key, regular (weekly) and highly accessible service to families who retain choice of involvement throughout their support. The modelling process of learning is evidenced at all levels and in all settings, with the volunteer parent offering a unique parent-to-parent role in supporting the individuals in each family.

Home-Start Suffolk Coastal forms part of the national structure of Home-Start UK, an organisation which provides training, guidance and support to local schemes to ensure consistent and quality support for parents and children across the UK. HSUK support is underpinned by a robust Quality Assurance System, which covers all areas of the Scheme.

**Legal Status**

Home-Start Suffolk Coastal is a company limited by guarantee, registered in England and Wales. Company No. 5169779, Registered Charity No. 1105001.

3. **Current Overview of Home-Start Suffolk Coastal**

During 2012 Home-Start Suffolk Coastal provided support services to 93 families as shown below:

<table>
<thead>
<tr>
<th></th>
<th>2011/12</th>
<th>2012/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children under 5</td>
<td>96</td>
<td>118</td>
</tr>
<tr>
<td>Children over 5</td>
<td>58</td>
<td>66</td>
</tr>
<tr>
<td>Children with a disability</td>
<td>19</td>
<td>13</td>
</tr>
<tr>
<td>Parents with mental health problems</td>
<td>57</td>
<td>49</td>
</tr>
<tr>
<td>Lone parent families</td>
<td>24</td>
<td>16</td>
</tr>
<tr>
<td>Families receiving Home Visiting only</td>
<td>62</td>
<td>52</td>
</tr>
<tr>
<td>Families receiving Family Group support only</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Families receiving combined HV &amp; Grp support</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>Families accessing Maximising Income support</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Number of children subject in CAF/TAC</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Number of children subject to CIN plan</td>
<td>Not available 12</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>------------------</td>
<td></td>
</tr>
<tr>
<td>Number of children subject to CP plan</td>
<td>Not available 13</td>
<td></td>
</tr>
</tbody>
</table>

During the year the Scheme had a total of 67 volunteers, and trained 17 volunteers. This was an increase on 50 volunteers the previous year.

4. **The Local Context**

Home-Start Suffolk Coastal operates in the full administrative area of Suffolk Coastal District (see Appendix 1 for map).

It provides a service consistent with demographic needs, and in areas of rural deprivation as identified in the ‘Hidden Needs’ report.¹

Key findings in the report include:

- According to the latest data 78,000 people in Suffolk live in income poverty, including 19,000 children under 16 years
- Parts of Ipswich and Waveney are amongst the worst 10% deprivation in the UK, with 1 in 4 children living in poverty in some areas
- Outside the urban areas, many parts of rural Suffolk experience some of the worst access to key services in England with a range of implications for isolation and lack of access to development of children and parents.

The Scheme supports families living across the District, with a large proportion of families residing in the towns of Leiston, Saxmundham and Felixstowe, which have areas of deprivation.

The Index of Multiple Deprivation (IMD) for Suffolk 2010 shows parts of Ipswich and Lowestoft as being in the bottom 20% for deprivation (before the 2008-9 recession). As part of its plans county wide with the other Suffolk schemes Home-Start Suffolk Coastal is beginning to expand into Ipswich and has plans to expand into Lowestoft over a longer period. Expansion into Ipswich will begin in Gainsborough, with a high rate of income deprived households with children as noted in the One-Ipswich, Ipswich Ward Community Profile.

5. **External Influences**

The main external influences are national and local targets for Children and Young People’s services.

In terms of national targets Home-Start fits well within the ‘Every Child Matters’² agenda which brought together all children’s services and partner agencies within each local authority through Children’s Trusts.

---

¹ Cambridge University and Suffolk Foundation, ‘Hidden Needs’, 2011
Suffolk County Council carries out a range of statutory duties in relation to the safety and welfare of children and young people. Through its Children and Young People’s Services Department of the Council is a key partner in the Suffolk Children’s Trust, which brings together a range of agencies including the Council providing services to children. The work of the Trust is underpinned by policy documents such as ‘Early Intervention and Prevention Strategy for Suffolk’, which is an important part of the context within which Home-Start Suffolk Coastal carries out its work. The work of the Trust will be reviewed as part of the development of a future Suffolk Joint Health & Wellbeing Strategy.

Home-Start Suffolk Coastal also liaises closely with the Children’s Centres set up as part of the Children’s Act.

The Scheme currently has a partnership agreement with Suffolk County Council as the basis of its grant. The Council has given notice that after 2013-14 it will tender formally for children’s services and that it has a preference for covering the whole of Suffolk, especially deprived areas such as Ipswich. Using volunteers and minimal numbers of paid staff means that Home-Start offers excellent value for money supporting hundreds of children and their parents in Suffolk Coastal.

The Scheme maintains close links with the other two Home-Start Schemes in Suffolk – South Suffolk and Mid-Suffolk. The Schemes have agreed to expand their operations to cover the whole of Suffolk as much as possible. It has been agreed that Suffolk Coastal will address Ipswich north and east, and share Waveney including Lowestoft with mid-Suffolk. They have also agreed to pursue joint initiatives such as tendering and to align their policies together as much as possible. They have a common contact point with Suffolk County Council.

6. **Principles**

   - Quality of service to clients
   - Supported staff and volunteers
   - Controlled expansion
   - Flexibility in line with charitable objects and funding opportunities
   - Flexible joint working with Home-Start and other partners
   - Due process through policies and quality assurance
   - Solvency and value for money
   - Sustainability

7. **Aims and Objectives**

   **Core Belief**

   Home-Start believes that children need a happy and secure childhood and that parents play a key role in giving children a good start in life and helping them to achieve their full potential.
Aims

Service Aims

1. To offer support, friendship and practical assistance by visiting families in their own homes, where the dignity of each individual can be respected and protected.

2. To develop a relationship with the family in which time can be shared and understanding can be developed. To encourage the parents strengths and emotional well-being for the ultimate benefit of their own children.

3. To encourage families to widen their network of relationships and to make effective use of support and services available within the community.

4. To ensure high levels of confidentiality from all staff and volunteers working with families.

5. To maintain the following benchmarks regarding Scheme activities:
   - Home Visiting 60%
   - Additional services eg Family Groups, Maximising Income 25%
   - Innovation or new activity 15%.

   This does not preclude innovation in all areas eg Home Visiting.

6. To recruit sufficient numbers of well-motivated volunteers to service the existing Scheme and areas of expansion.

7. To train volunteers to deliver services to a high standard. To continue to provide accredited initial training and regular refresher training. To train new and existing staff to deliver high quality training and support to volunteers and families. To ensure that staff are appropriately trained for new areas of work.

Strategic or Business Aims

8. To expand the reach of Home-Start Start Suffolk Coastal to include initially Ipswich and then Lowestoft.

9. To progress joint working with the other two Suffolk Schemes, to carry out joint initiatives and to align policies for future joint action eg tendering for services. To defer structural and organizational changes eg formal consortium for the period of this Strategy.

10. To work in partnership with other agencies providing children's services. To develop relationships with relevant agencies for joint working and response to tenders. To take into account future plans for Ipswich and Lowestoft. To continue to work as appropriate with Children's Centres.
11. To seek to continue statutory funding at similar levels as previously for financial and political geographic reasons. To work with the other two Suffolk Schemes as required for response to tenders for county wide services. To work with other partners as required for response to tenders eg for integrated services eg 0-19 services.

12. To pursue national and local tendering opportunities in line with the Scheme’s core beliefs and mission statement. To support HSUK in bidding for national tenders. To maintain and expand fundraising with local donors, organisations and charities.

13. To review the location of the office on an annual basis, so as to properly support the expanded operations. To consider flexible, cost effective options.

Objectives for Year One

*Please note Objectives in bold are carried forward from year to year.*

For 2013-14 Home-Start Suffolk Coastal will:

1. Support 115 families through home visiting (15% increase on 2012)

2. **Continue to offer Maximising Income to appropriate families through home visiting**

3. Support and maintain the Family Groups in Leiston, Felixstowe and Woodbridge. Open a new Family Group in Ipswich (Gainsborough).

4. **Use the Ipswich Family Group as a pilot for other activities in Ipswich and beyond.**

5. **Review staffing in the light of expansion and levels of funding. Provide training as necessary for new staff and new activities.**

6. **Recruit and train sufficient volunteers to support planned services.**

7. **Obtain additional Trustee/Directors to support expanded services, particularly in new geographical areas**

8. Progress joint working with the other Suffolk Schemes. Align policies according to an agreed programme. Respond collaboratively to appropriate tendering opportunities, including Suffolk County Council.

9. Develop relationships with private sector organisations providing children’s services (eg Ormiston) in line with the Scheme’s expansion plans. Consider joint tendering opportunities with new partners or within the HSUK umbrella. Consider taking part in tenders involving innovation or as a temporary consortium offering integrated services. Pursue Lottery funding, incorporating Ipswich pilot.
10. Develop in-house tendering and procurement skills. Identify potential support from external consultants.

11. Ensure financial resilience through careful budgeting and monitoring activities. Support fundraising and development of funding proposals.

12. Support marketing activities for fundraising and building of profile, especially in new areas.

13. Ensure good governance and Scheme sustainability through use of the QA system.

Objectives for Year Two

For 2014-15 Home-Start Suffolk Coastal will:

i. Support 132 families through home visiting. 40% of those within Ipswich.

ii. Support and maintain Family Groups in Leiston, Felixstowe, Woodbridge and Gainsborough. Open an additional Family Group in Ipswich.

iii. Progress joint working with the other Suffolk Schemes. Deliver and monitor performance of any jointly won tenders including Suffolk County Council.

iv. Build on relationships with private sector organisations providing children’s services. Develop further relationships especially with reference to Lowestoft. Consider joint tendering opportunities with new partners or within the HSUK umbrella. Consider taking part in tenders involving innovation or as a temporary consortium offering integrated services.

v. Carry out an Office Accommodation Review to support in particular expansion of services to Lowestoft. Consider satellite offices or shared use with Children’s Centres.

vi. Continue to address the Objectives marked in bold in Year One.

Objectives for Year Three

For 2015-16 Home-Start Suffolk Coastal will:

a. Support 159 families through home visiting. 40% of those within Ipswich and 10% of those within Lowestoft.

b. Support and maintain Family Groups in Leiston, Felixstowe, Woodbridge and two Ipswich groups. Open a Family Group in Lowestoft.
c. Obtain additional Trustee/Directors to support expanded services, ensure good coverage for Lowestoft.

d. Progress joint working with the other Suffolk Schemes. Deliver and monitor performance of any jointly won tenders including Suffolk County Council.

e. Build on relationships with private sector organisations providing children’s services. Develop further relationships especially with reference to Lowestoft. Consider joint tendering opportunities with new partners or within the HSUK umbrella. Consider taking part in tenders involving innovation or as a temporary consortium offering integrated services.

f. Establish staff and facilities in new office(s) to ensure proper support for families and volunteers in Lowestoft and Ipswich.

g. Continue to address the Objectives marked in bold in Year One.

An Operational Plan will be drawn up for each year. The 2013-14 Plan is attached as Appendix 2.

8. Service Delivery

Families may refer themselves or may be referred to Home-Start Suffolk Coastal by their health visitor, social worker, community psychiatric nurse or local Children’s Centre.

Once a referral has been received it will be assessed to ensure that:

- The family has chosen Home-Start Suffolk Coastal
- The referral falls within the remit of Home-Start Suffolk Coastal
- Home-Start Suffolk Coastal is likely to have the resources to support the family.

If the Scheme is unable to take on the family Referrers will be informed within 14 days.

Once a referral has been accepted the Coordinator will visit the family to clarify needs and the support Home-Start Suffolk Coastal can offer.

Supporting Families

*Home Visiting* After the initial visit the Coordinator will pay careful attention to matching volunteers’ skills and experience to the needs of the family. Once matched the Coordinator will accompany the volunteer on the first visit to introduce the volunteer to the family. Once the family and volunteer have confirmed that they are happy to work together the referrer is informed and the volunteer will start visiting. Regular reviews will be carried out thereafter supported by the Coordinator. Home-Start Suffolk Coastal’s aim is to encourage families towards independence so that the volunteer is no longer needed. This ending process is carefully managed in accordance with the needs of the family.
Home-Visiting will be supported by other projects appropriate to the family’s needs such as Maximising Income (about making sure that families receive their full entitlement from benefits to assist home budgeting) and a Cook Book loan scheme (to aid cooking of healthy nutritious meals).

**Group Work** In addition to the ‘Core’ home visiting service, the Scheme will provide Family Group support. This is to enable parents to meet with other parents, to make friends and to support each other. At the Groups Home-Start will provide a Group Leader and volunteers, who will play with the children and lead the parents in parenting activities. Provision will also be made for parents only activities such as craft and cooking activities to develop parents’ confidence and social relationships, while volunteers look after the children. An assessment will be carried out for families as for home visiting.

**Confidentiality**

All personal information about parents and families is treated as confidential, to be discussed only as necessary with the Scheme staff in support of the volunteer and to assist the family. Any disclosure of the confidential information to any other person may only be undertaken with the express permission of the parents or where it is considered necessary for the welfare and protection of the child.

9. **Volunteer and Staffing Structure**

Please see Appendix 3 for an Organisation Chart.

**Volunteers**

Home-Start Volunteers are normally parents themselves, or have parenting experience. Volunteers offer regular support, friendship and practical help to families under stress in their own homes, helping to prevent family crisis and breakdown. Volunteers also support Family Groups.

Home-Start Suffolk Coastal has a strict recruitment and selection process. This includes DBS (Disclosure and Barring Service) checks, similar to the CRB (Criminal Records Bureau) scheme. Formal applications are supported by references, an interview and checks on eligibility to work in the UK. Once successfully recruited volunteers attend a 40 hours course of preparation before being matched with a family. The Scheme will continue its policy of accredited training.

All volunteers receive regular one-to-one support and supervision from the Coordinator. In addition volunteers get informal support from other volunteers through group support sessions, social events and 6 on-going training sessions per year.

**Staff**

Staff are recruited on a formal basis following HSUK guidance and local policies. All staff have job descriptions and person specifications, which are regularly reviewed. Staff are paid according to NJC scales, with the
possibility of an annual bonus. They are supported in joining a pension scheme.

Staff are recruited on the basis of the needs of the Scheme and opportunities arising from successful funding proposals. Only two staff are full-time.

Staff receive regular supervision and annual appraisals.

Induction and refresher training are received regularly eg on Safeguarding. Staff skills are regularly developed according to the needs of the Scheme to address for example new levels of need or to deliver accredited training.

**Directors/Management Committee**

The Scheme currently has 10 Directors who carry out the following roles as well as being Board members: Chairperson, Vice-Chairperson, Treasurer, Company Secretary, Volunteer Director.

There are 5 sub-committees chaired by Directors covering Finance, Personnel, Quality Assurance, Fundraising and Health & Safety.

Directors provide the following skills to the Scheme:

- Strategic management
- Human Resources
- Accountancy
- Management/Leadership
- Governance
- Public Relations
- Marketing
- Fundraising
- Quality Assurance
- Monitoring and Evaluation

Directors receive regular training, particularly Safeguarding and other training depending on their role and interests. Training may be provided by HSUK or local agencies such as SAVO.

10. **Quality Assurance**

All service delivery, staff and financial activities are underpinned by Policies and the HSUK Quality Assurance system. The QA system is based on annual self-assessment and is backed up with three yearly reviews carried out by Home-Start UK. As result of self-assessment the Scheme develops improvement action plans and these action plans inform the strategic planning process.

The last Review was carried out in 2009 and the report highlighted that the Scheme was operating within current requirements. The next Review will take place in May 2013.

Please see Appendix 2 for a list of the 12 Quality Standards.

11. **Marketing**

The Scheme will continue to attend meetings and training events run by the Children and Young People’s Directorate of Suffolk County Council. The Scheme will maintain a twin track approach whereby the Home-Start Suffolk
Coastal Scheme will remain differentiated as a separate Scheme but will work together with the other two Suffolk Home-Start Schemes or other partners as circumstances allow. The Scheme will continue to market itself to Children’s Centres, the Children’s Trust, which are linked to Suffolk County Council.

The Scheme will develop its marketing towards potential private sector partners eg through the Suffolk Congress,

The Scheme will maintain and develop its marketing strategy towards Referrers, with a special emphasis on those in new areas. The prime focus will be on health visitors but it will also include social workers, children’s teams and others.

The Scheme will continue to attend conferences and networking events and will work closely with all family support organisations within the District.

The Scheme will continue to work closely with Parish and Town Councils, and will include Ipswich Borough Council and Waveney District Council (for Lowestoft) to make them aware of the service and as potential funders.

The Scheme will maintain its profile with Home-Start UK through its responsiveness to national initiatives and through the presence of the Scheme Manager on the HSUK Council.

12. Finance

Last year Home-Start Suffolk Coastal had a total income of £198,126 of this £106,198 came from the Lottery and £64,000 from Local Children’s Services. A further £11,420 was gained from major trusts and the remainder of funding was made up through a combination of fundraising, donations and legacies.

Below is a summary of the projected financial situation of Home-Start Suffolk Coastal over the next three years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Projected Expenditure £</th>
<th>Projected Income £</th>
<th>Projected surplus/deficit £</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2013/14</td>
<td>214,000</td>
<td>231,000</td>
<td>17,000</td>
</tr>
<tr>
<td>2, 2014/15</td>
<td>237,000</td>
<td>260,011</td>
<td>-23,011</td>
</tr>
<tr>
<td>3, 2015/16</td>
<td>271,000</td>
<td>297,000</td>
<td>-26,000</td>
</tr>
</tbody>
</table>

Funds Secured

<table>
<thead>
<tr>
<th>Year 1, 2013-14</th>
<th>Year 2, 2014-15</th>
<th>Year 3, 2015-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>201,484</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>SCC</td>
<td>63,332</td>
<td>59,500</td>
</tr>
<tr>
<td>Lottery</td>
<td>130,152</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>8,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>
13. **Fundraising Strategy**

The Scheme is secure in most of its funding for 2013-14 as it has a year of Lottery funding to run and it has been informed of the continuity of the Suffolk County Council partnership agreement funding for 2013-14. Thereafter the current Lottery funding ends and Suffolk County Council will enter a tendering regime.

The Fundraising Strategy includes the following elements:

*Statutory Funding* – the Scheme will continue to seek statutory funding from Suffolk County Council. This work will be carried out in conjunction with the other two Suffolk Schemes as part of SCC’s desire for coverage county-wide. The Scheme will strengthen its competitiveness through training and consultancy so as to participate in the planned tendering exercises being run by SCC for the forthcoming year. The Scheme is also developing its work in Ipswich as part of SCC’s wish to address deprived areas, as are the other two Schemes.

*Large Grant Giving Organisations* – the Scheme will seek Lottery funding for the period after April 2014, when the current grant expires. This application will be on the basis of project continuation, and is supported by the Lottery Monitoring Manager.

*Innovation Funding* – the Scheme will apply for innovation funding from statutory and non-statutory organisations, for projects which are relevant to the Scheme’s overall strategic direction.

*Local Funding Relationships* – the Scheme will continue to nurture local funding relationships eg Suffolk Coastal District Council and smaller statutory bodies eg parish councils and non-statutory funders such as the Suffolk Foundation. New relationships will be developed in line with plans for expansion.

*Maintenance of Profile* – the Scheme will maintain its profile by talks and presentations to develop awareness of Home-Start eg Inner Wheel in the hope of donations and recruitment of volunteers and supporters.

*Friends* – the Scheme maintain the Friends’ Register for information and support.

*Fundraising Committee* – the Scheme will focus on effective targeting for best use of staff and Director resources.

Take account of the differences between Woodbridge and Ipswich. For Woodbridge aim to be the chosen charity at a number of local events eg Community Quiz, Rotary to maintain the Scheme’s profile in Woodbridge. For Ipswich use the Borough Council system of area sub-committees and work-streams such as Additional Support for Families.

Carry out a small number of Home-start events for awareness raising, donations and potential volunteer support. Address local groups eg golf clubs.

The Scheme will recruit an additional Director with responsibilities limited to fundraising. It will increase the skills of the Fundraising Committee with
training and will change the Committee’s Terms of Reference to include
volunteers as members.

Without additional funds the Scheme would draw back to focus solely on
home visiting in its current area, with family groups as it could afford to
resource them.

The Board of Directors has assessed the risk of a loss or reduction in key
funding and has drawn up a risk management plan to address this, which
includes 6 months contingency funds, which are adequate to wind up the
Scheme.

14. Monitoring and Review

The Board will monitor and review the Strategic Plan on a yearly basis, in
conjunction with the Scheme’s budget setting timetable and fundraising
strategy. Review and amendment of the Plan will take into account any
implications from the QA assessment and any changes in the business
environment, at local or national level. The aim will be to ensure that the Plan
stays relevant, focused and owned by all those involved in meeting its
objectives throughout the plan’s 3 years implementation period.

15. Conclusions

The Scheme enters 2013-14 with finances in good heart and controlled
expansion plans which are aligned with the business environment.

In common with all charities it is reliant on receipt of income from statutory
and or charitable sources to resources its plans for the future. Home-Start
Suffolk Coastal aims to take its well-regarded services to as much of Suffolk
Coastal District and its environs as possible, particularly with deprived families
in mind. The degree to which it can do so, will depend on adequate funding
from a range of sources, and effective management of staff and volunteers,
for which the Scheme is well placed.
Appendices

1. Map – showing Suffolk Coastal District and potential expansion areas
INTEGRATED SERVICES & SOCIAL CARE ORGANISED ACROSS 7 LOCALITIES.
Please see locality key at the bottom right of the page.

LOCALITY KEY

- L1 West
- L2 South Suffolk
- L3 Ipswich South/West
- L4 Ipswich North/East
- L5 Coastal
- L6 Central
- L7 Lowestoft/Waveney
Organisational Chart

Chairperson
- Advisors Safeguarding & Children’s Centre’s
- Board of Directors
- Vice Chairperson
  - Treasurer/Company secretary
- Personnel Sub committee
  - Finance Sub Committee
  - Health & Safety Sub Committee
- Scheme Manager 37hrs pw
  - Lead Co-ordinator 36hrs pw
    - Lead Co-ordinator 24hrs pw
      - Administrator 18hrs pw
        - Data Entry/Administrator 18hrs pw
          - Benefits/Grants checking volunteers x 6, approx 1.5hrs pw
          - Home-visiting volunteers x 60, approx 350hrs pw
          - Handyman x 1, approx 1.5hrs pw
    - Administrator 18hrs pw
      - Family group support worker 4hrs pw
        - Family group volunteers x 6, approx 24hrs pw
  - Family group co-ordinator 20hrs pw
    - Family group volunteers x 6, approx 24hrs pw

- Fundraising Sub Committee
- Quality Assurance Sub Committee
- Personnel Sub committee
- Fundraising Sub Committee
- Quality Assurance Sub Committee
- Personnel Sub committee

Personnel Sub committee
- Quality Assurance Sub Committee
- Fundraising Sub Committee
- Personnel Sub committee

Quality Assurance Sub Committee
- Fundraising Sub Committee
- Personnel Sub committee

Fundraising Sub Committee
4. HSSC Operational Plan 2013-14, Year One
5. HOME-START QUALITY AREAS & STANDARDS

GOVERNANCE
1. Governance - Home-Start governs itself effectively and responsibly ensuring that its legal and financial obligations are met. Roles and responsibilities are clearly defined and trustees have the necessary qualities, skills and knowledge to fulfil the mission and objectives of the charity.

2. Strategic Planning - Home-Start maintains and improves the quality of its services to families by using the Home-Start quality assurance system. Plans are based on the needs of the communities they serve and on the Home-Start approach and ethos. Clear priorities and targets are set, reviewed and regularly updated.

MANAGEMENT AND ADMINISTRATION
3. Managing Staff - Home-Start recruits and supports the right staff to achieve its mission. There are adequate numbers of staff to carry out the work undertaken. Staff have the appropriate skills, know who they are accountable to and understand their role. All legal, equality and diversity requirements are met.

4. Managing Volunteers - Home-Start works with its volunteers for the benefit of families and the volunteers themselves. Suitable volunteers are recruited, selected, trained and appropriately matched according to their skills and experience. Volunteers understand their roles and responsibilities, are valued, supervised regularly and supported.

5. Managing Money and Resources - Home-Start manages its money and resources effectively. Budgets are carefully monitored and risks assessed. Trustees ensure reliable financial controls are in place and are compliant with regulatory and legal requirements. Adequate funds are secured to ensure financial viability.

6. Health and Safety - Home-Start makes health and safety a high priority by assessing risk and taking steps to maintain necessary safety measures. Staff and volunteers understand and follow safety policy and guidelines. Premises, facilities and equipment are safe and fit for purpose.

7. Monitoring and Evaluation - Home-Start records and analyses data accurately to assess the impact and outcomes of its work. Collecting the views of families, volunteers and other agencies is integral to the work. Monitoring and evaluation informs decision making and is used to shape and promote the services.

PRACTICE
8. Promoting Children’s Welfare - The welfare and rights of children are central to all Home-Start support to families. The scheme deal with safeguarding/child protection issues effectively, backed by robust policy and procedures. All activities with children are carried out safely, managing risk appropriately.
9. Confidentiality and Information Sharing - Home-Start demonstrates that confidentiality, dignity and respect are fundamental principles. Relationships with families are built within clear confidentiality and information sharing guidelines. The scheme stores and manages information effectively complying with relevant legislation.

10. Supporting Families - Home-Start offers volunteer support to families within their own home. The service is focused on identified needs and is well managed and regularly reviewed. Support outside the home is established where there is an identified need and it complements the core work of Home-Start.

11. Working in Partnership - Home-Start engages with the wider Home-Start network and with local agencies and professionals in order to ensure best practice in family support.

12. Additional Services - Home-Start ensures that any additional service maintains the Home-Start ethos and is focused on the provision of high quality support to families.

These standards are further broken down into Criteria and Indicators, with individual evidencing requirements. Further information is available from the Scheme.
Short description of report content and the decision requested:
This report seeks funding of £380.00 for Social activities and speakers for the Tops time group based at Gainsborough Library.

List of Appendices included in this report:
Appendix 1 – External Area Committee Funding Request

Recommendations:
That £380 be allocated from the South East Area Committee budget, as detailed in Appendix 1 to report Ref No: SEAC/14/05.

Reason:
To provide activities for older people in line with the priorities of the South East Area Committee.
## External Area Committee Funding Requests

<table>
<thead>
<tr>
<th>Date (dd/mm/yyyy):</th>
<th>24-07-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area:</td>
<td>SE</td>
</tr>
<tr>
<td>Area Committee Rep:</td>
<td>Debbie Owen</td>
</tr>
<tr>
<td>Report by:</td>
<td>Debbie Owen</td>
</tr>
<tr>
<td>Name of Group Requiring Funding:</td>
<td>Tops Time Group, Voices of Gainsborough Library</td>
</tr>
<tr>
<td>Subject:</td>
<td>Social activities for older people</td>
</tr>
</tbody>
</table>

### Description of application:

- £380.00 for Social activities and speakers for the tops time group based at Gainsborough Library.
- £250. For a bus trip top Southwold in September.
- £130 for four speakers/activities to attend the Monday Tops time group meetings, one of which is chair based activities.
  - The constitution is held by the voices of Gainsborough Library.

### Break down of cost's required:

- £280.00 for the Southwold Bus trip.
- £130 for four Speakers 3 @ £30 one @ £40

### Are you being funded by any other Organisations? If so please produce details

- Not for these activities.
<table>
<thead>
<tr>
<th>Total cost required by Area Committee:</th>
<th>£380.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment made by:</td>
<td>Cheque to Voices of Gainsborough Library</td>
</tr>
<tr>
<td>(Please write name of bank, sort code and your account details down or payee name if you're would rather payment made by cheques)</td>
<td></td>
</tr>
<tr>
<td>Date Required by:</td>
<td>15-08-2014</td>
</tr>
</tbody>
</table>

Comments made by Committee:

Signed as approved:

Print Name:

Date:

Please Note that we will not create an on-going financial commitment.

Please save this document to your computer and send to officer in charge of this area

Or by post to: To the officer in charge of the area, Community Engagement Team, 4th Floor, Grafton House, 15-17 Russell Road, Ipswich, IP1 2DE
COMMITTEE: SOUTH EAST AREA  REF NO: SEAC/14/06
DATE: 24 JULY 2014
SUBJECT: FUNDING REQUEST – INSIDE OUT
COMMUNITY ARTS IN MENTAL HEALTH
AUTHOR: PETER WATKINS

Short description of report content and the decision requested:
This report seeks funding of £1,200 from the South East Area Committee budget to help sustain the Inside Out, Community Arts in Mental Health project from September 2014 until July 2015.

List of Appendices included in this report:
Appendix 1 – External Area Committee Funding Request

Recommendations:
That £1,200 be allocated from the South East Area Committee budget to sustain the Inside Out, Community Arts in Mental Health project, as detailed in Appendix 1 to report Ref No: SEAC/14/06, be agreed.

Reason:
To provide an arts and well-being programme for adults living with and recovering mental health in line with the priorities of the South East Area Committee.
## Appendix 1
### External Area Committee Funding Requests

<table>
<thead>
<tr>
<th>Date (dd/mm/yyyy):</th>
<th>20/3/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area:</td>
<td>South East</td>
</tr>
<tr>
<td>Area Committee Rep:</td>
<td>Debbie Owen</td>
</tr>
<tr>
<td>Report by:</td>
<td>Peter Watkins Chairperson Inside Out</td>
</tr>
<tr>
<td>Name of Group Requiring Funding:</td>
<td>Inside Out Community Arts in Mental Health</td>
</tr>
<tr>
<td>Subject:</td>
<td>Funding for a Community Wellbeing resource</td>
</tr>
<tr>
<td>Description of application:</td>
<td>The charity provides an arts and well-being programme for adults living with and recovering mental ill health. We need funding to continue our work beyond July 2014</td>
</tr>
<tr>
<td>Does the organisation have a formal constitution?</td>
<td>We are a registered charity (No 1136104) and as such have a formal constitution and policies on safeguarding, health and safety, and equal opportunities</td>
</tr>
<tr>
<td>Have you attached supporting evidence?</td>
<td>Our constitution and policy documents are available on our web site <a href="http://www.insideoutcommunity.com">www.insideoutcommunity.com</a> Happy to provide hard copies should you require them along with our latest accounts.</td>
</tr>
<tr>
<td>Which of the Area Committee priorities does your application address?</td>
<td>We see the work of the charity as a community resource that contributes to healthy communities. Mental ill health, which affects 1 in 6 people at any one time can dislocate us from those things that sustain us emotionally: social contact and friendships, work, meaningful interests and can lead to a isolated impoverished life style. So we would say that Inside Out is contributing in a tangible way to community relationships, wellbeing and social integration.</td>
</tr>
<tr>
<td>How does your application meet this priority?</td>
<td>We work on average with 100 individuals each year the majority of whom live in the borough of Ipswich and are generally representative of all the towns’ areas. People often come to Inside Out when their lives have ‘stalled’. They are unemployed, isolated, and often on the margins of community life. To be involved in a community arts programme helps people at a personal and social level to re-engage in life. Through the programme people get introduced to the various arts and cultural providers in the town: the theatres, dance studio, the museums and galleries, music venues; as well as getting an experience of participating in a variety of arts forms led by professional artists. Many participants go on to join mainstream community arts/music groups, volunteer in local theatres,</td>
</tr>
</tbody>
</table>
enrol for college arts courses or courses provided by other bodies; in these cases Inside Out has been a bridge to a greater involvement in community life. We would love to be able to promote this Arts and Wellbeing programme as a council sponsored initiative; a council that is concerned for the social and emotional well being of everyone in the community of Ipswich.

Break down of cost's required:

- Venue Hire 45 sessions @ £60 = £2,750
- Session Fees 45 sessions @ £80 = £3,600
- Promotion (design and printing of leaflet) = £0,180
- Materials = £0,200
- Administration (postage, web site, telephone) = £0,250
- Volunteer expenses and training = £0,400

Total = £7,380

This is the core cost of running the Arts and Wellbeing project for one year. We are committed to raising £1,380 ourselves and we are asking each area committee to make a contribution of £1,200 to help us sustain this needed project from September 2014 until July 2015.

Are you being funded by any other Organisations? If so please produce details

We have funding until July through Suffolk Community Foundation.

Total cost required by Area Committee: £1,200

Payment made by:

(Please write name of bank, sort code and your account details down or payee name if you're would rather payment made by cheques)

This information has been supplied.

Date Required by: August 2014

Comments made by Committee:

Signed as approved:

Print Name:

Date:

Please Note that we will not create an on-going financial commitment.

Please save this document to your computer and send to officer in charge of this area

Or by post to: To the officer in charge of the area, Community Engagement Team, 4th Floor, Grafton House, 15-17 Russell Road, Ipswich, IP1 2DE
**Short description of report content and the decision requested:**

This report is for information only and supplies the current balance of the Area Committee budget.

**List of Appendices included in this report:**

Appendix 1. South East Area Committee Budget report

**Recommendations:**

The Area Committee is asked to note the financial statement, as detailed in Appendix 1 of the report.

**Reason:**

To provide clear and transparent details of the amount of funds available to deliver the priorities in its action plan.
<table>
<thead>
<tr>
<th>Committee Date</th>
<th>Description</th>
<th>Previous Expenditure</th>
<th>Budget 2014/15</th>
<th>Expenditure 2014/15</th>
<th>Commitment 2014/15</th>
<th>Balance Remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/07/12</td>
<td>Priority 1: To improve the area - walkabouts</td>
<td>-</td>
<td>500</td>
<td>-</td>
<td>500</td>
<td>-</td>
</tr>
<tr>
<td>12/07/12</td>
<td>Priority 6: Engage with residents to better inform the SE AC action plan - publicity</td>
<td>-</td>
<td>500</td>
<td>-</td>
<td>500</td>
<td>-</td>
</tr>
<tr>
<td>20/11/12</td>
<td>Landseer Park - 2 community notice boards £1,100 and 2 vandal proof goal posts £1,000</td>
<td>2,100</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>23/01/13</td>
<td>SEAC/12/10 Improvements to BMX Track, Landseer Park</td>
<td>2,986</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>23/01/13 &amp; 21/03/13</td>
<td>SEAC/12/11 Litter and Dog Bin Provision, Qty 8 + 1 Spare + SEAC/12/18 Qty 10 + 1</td>
<td>1,867</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Grant towards cost of the Holi Event 24/03/13</td>
<td>300</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12/06/13</td>
<td>SEAC/13/04 Summer &amp; Half-term Activities</td>
<td>2,283</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>30/07/13</td>
<td>SEAC/13/07 Landseer Park Fete</td>
<td>250</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>03/10/13</td>
<td>SEAC/13/12 Tennis Court Project - Murray Road Recreation Ground</td>
<td>-</td>
<td>20,000</td>
<td>-</td>
<td>20,000</td>
<td>-</td>
</tr>
<tr>
<td>03/10/13</td>
<td>SEAC/13/14 Pipers Vale Gym Club Youth Project</td>
<td>2,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>03/10/13</td>
<td>SEAC/13/15 Seafarers Memorial Project</td>
<td>2,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>21/11/13</td>
<td>SEAC/13/22 Ravenswood Community Centre Door</td>
<td>2,051</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Strimmer</td>
<td>136</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/03/14</td>
<td>SEAC/13/31 Holiday Activity Sessions</td>
<td>-</td>
<td>5,000</td>
<td>-</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Original Allocation £27,000 + Brought Forward £85,280. Remaining budget allocation</td>
<td>-</td>
<td>86,280</td>
<td>-</td>
<td>-</td>
<td>86,280</td>
</tr>
<tr>
<td></td>
<td>South East Area Committee</td>
<td>15,973</td>
<td>112,280</td>
<td>-</td>
<td>26,000</td>
<td>86,280</td>
</tr>
</tbody>
</table>