Early Help for
Sandwell
Children and Families:
Strategy 2017-2019
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Our Ambitions for Children and Families in Sandwell

All children and young people growing up in Sandwell deserve the best possible start in life and to have a wide range of opportunities to grow and develop into healthy, happy individuals and active citizens within our community.

All children and young people should be supported to be healthy, to understand how to maintain their emotional, mental, physical and spiritual wellbeing through making good life choices. Children and young people should benefit from positive role models and learn the skills they need to thrive and become healthy adults.

All children and young people should be supported to stay safe. They should be protected from harm and neglect and helped to grow up able to look after themselves. Those around them, including family members, organisations, institutions and members of the public should all play their part in safeguarding our children and young people.

All children and young people should be given chances to enjoy and achieve. This means getting the most out of life, with opportunities for leisure time, fun and friendship. They should be supported to develop the life skills that they need for adulthood.

All children and young people should have opportunities to make a positive contribution within their local communities and society. This means giving them opportunities to engage with others in their local community and to understand their rights and responsibilities as citizens as they grow up.

All children and young people should be supported to achieve economic well-being by gaining the skills and confidence they need for the future. They should benefit from help to inspire them and to develop positive ambitions and aspirations for their future. With appropriate support young people can be helped to overcome disadvantages that they face and can be motivated to strive to achieve their full potential in life.

Families play a central role in nurturing children and young people to become self-confident, happy and capable individuals as they grow up and in later life. But however loving and committed parents and carers are, this important role can be difficult, complicated and very challenging at times. Parents and carers should have access to the information and support that they need to develop the parenting skills and tools that are vital to meeting the basic needs of children and young people, and which help them to feel valued and important.
The Purpose and Scope of this Strategy

Introduction

The Purpose of this Early Help Strategy is to set out a range of activities that will be undertaken between 2017-2019 with the aim of improving the life and prospects of children and families in Sandwell.

The Strategy has been developed by representatives from a wide range of different organisations in Sandwell, including schools, health workers, voluntary and community organisations, Sandwell Police and Fire, and Sandwell Council Children’s Services. All agencies share a commitment to work together to achieve the shared ambitions for children and families in the borough.

We define ‘Early Help’ as...

an approach to working with children and families who are below the threshold of targeted and social care intervention, but requires help that may involve more than one organisation that stops problems emerging and supports families to improve their situation.

The organisations who developed this Strategy also intend that...

families, communities, universal and targeted services will all work together more effectively and efficiently to help meet children’s and families’ needs at the earliest point.

This Strategy describes how a wide range of different organisations supporting children and families in Sandwell will be supported to work together in a strong partnership.

Challenges in Sandwell

There are, at present, approximately 85,500 children and young people under the age of 20 living in Sandwell, representing over a quarter of the population of the borough.

But for many of these young people and their families life is not easy and they face everyday challenges relating to their quality of life, health and life opportunities.

According to the 2011 census, over a quarter of children in Sandwell are living in families with incomes below the poverty line. Of the 41,000 households with dependent children, one quarter are headed by lone parents, whilst almost one in five of these households have at least one person with a long-term health problem or disability. Sandwell also faces significant challenges around worklessness, with
employment rates for those of working age significantly lower than the national and West Midlands averages, and consequently almost one in ten households with dependent children in Sandwell include no adults in employment.

The other many, often complex, challenges that face Sandwell residents – including low educational and career attainment and poor health outcomes - are well documented. Welfare reform, zero hours contracts and reductions in services have made things even more difficult for some families: in 2015/16 local foodbanks reported 5,389 children in need in the borough who were benefitting from their support.

However, in spite of these challenges, there are still many examples of children and families being supported to overcome disadvantage, and of progress being made to improve people’s quality of life. Sandwell can boast resourceful and resilient communities and a wide range of expert and committed statutory and voluntary agencies.

The large majority of organisations consulted during the preparation of this Strategy, stated that whilst they were committed to delivering early help support, they did not have enough knowledge of what other agencies were doing to feel confident that all children and families were receiving the support they needed. Whilst there was a consensus amongst organisations that agencies need to work much more closely together, a number of potential barriers were identified that need to be overcome before this can happen consistently and effectively:-

- The need to improve communication and ‘keep it real’ and ‘honest’
- Partners need to commit to ‘a partnership of actions, not just words’
- To work across organisation boundaries more and to develop greater trust in each other that partners will not let children and families down
- To build knowledge of services, and greater confidence in them, amongst children and families
- To engage children, young people and families more to help them find the solutions they need: ‘to empower families to define and create a life worth living’

**Scope of the Strategy**

There are four commonly recognised levels of need:

- Universal
- Universal Plus
- Targeted
- Specialist
These are explained in detail below. The focus of this Strategy is how partners can work together to build and maintain a strong offer that meets Universal and Universal Plus needs and that effectively links to Targeted and Specialist support.

It is important to recognise that children young people and their families will move between the different levels of need, as their needs change, for example from Specialist to Targeted or Universal to Universal Plus.

- **Universal**
  For children with no additional needs and where there are no concerns. Universal services are available to all and will support and enable children and families to be healthy, safe, achieve and make a positive contribution to society. Children and families should access this level of support as their first port of call when they identify they need help, advice or guidance.

- **Universal Plus**
  For children who can be defined as needing some additional support without which they would be at risk of not meeting their full potential. Their identified needs may relate to their health, educational, or social development, and are likely to be short term needs. If ignored these issues may develop into more worrying concerns for the child or young person.

- **Targeted**
  For children who are vulnerable or experiencing the greatest level of adversity. Only a small fraction of children will fall within this band. Children, young people and families will have identified needs that are increasingly complex or unmet and at risk of escalation. A number of different agencies are likely to be involved, and they will intensively support and enable them to address the difficulties they are experiencing in order to prevent them escalating.

- **Specialist**
  For children, young people and families who have identified needs that are increasingly complex or unmet. Children and young people who require statutory intervention or support from Children’s Social Care require this level of support because they are at serious risk of harm. They have specialist teams who work with children, young people and families offering focused social work support where needed with key partners.
A Picture of Early Help Support in Sandwell

There are a many services across a broad and diverse range of providers giving early help support to children and families in Sandwell, as illustrated below.
Our Early Help Partnership

Our Early Help Partnership is formed from a diverse range of organisations, community groups, schools, charities, statutory agencies, businesses and many others. It is not restricted to organisations that directly support children and families in Sandwell but is open to any organisation that shares the ambitions of the Strategy for greater wellbeing for children and families and a brighter future.

Membership of the Partnership is achieved through a simple sign-up process which asks for a commitment to work together positively with other agencies and to follow some basic partnership principles.

There are four levels of commitment available to those who want to join the Partnership: Active Communities; Bronze, Silver and Gold Early Help Partners.

The Active Communities level of membership is aimed at any organisation or agency that wishes to be part of the Partnership but does not directly deliver services to children and families. These may be, for example, local businesses, faith communities, community centres, social clubs, etc.. Their principle commitment is to provide support to families that they come across who are facing difficulties by signposting them to appropriate help, or to raise concerns if they are worried about the safety of children.

Bronze, Silver and Gold Early Help Partners are more likely to be organisations or agencies which deliver direct support to children and families at the level of universal or universal plus need. Membership commitment varies across the three categories and agencies can opt in to membership at the level that they feel best suits their level of expertise and capacity. For example, a small voluntary group may not feel able to commit to taking on a Lead Worker role, whereas a Children’s Centre may feel its paid staff have the time and experience to confidently take this on.

Whatever category of membership an organisation or agency commits to, all members of the Partnership are equally important and play an essential part in delivering this Strategy.

In return for their commitment, members receive a certificate of membership, information, training, advice and support around Early Help work, as well as opportunities to meet with others, showcase their organisation or agency, share good practice and shape ways of working better together in the future. Membership of the Early Help Partnership does not replace the need for partners to attain quality marks or other quality assurance measures which demonstrate the quality of their services; rather, the decision to become an Early Help Partner expresses the level at which the organisation commits to a more complementary and joined-up approach.
Partnership Principles

All members of the Partnership will sign up to the following principles as the basis for working together effectively:

- A commitment to working with other agencies in an open and supportive manner, sharing information - with the family’s consent - when this is helpful, and keeping the needs of children and families as a priority at all times
- A commitment to continuous learning and development for all staff and volunteers who have contact with children and families and continuous improvement for the organisation in the support it provides
- A commitment to working through points of difficulty or disagreement with other agencies in an honest, positive and constructive manner, recognising the important and valid contribution made by all Early Help Partners
- A commitment to grow their knowledge of services and support available for children and families in Sandwell and to proactively work towards new, trusting and productive partnerships
### Where Does Your Organisation Or Service Fit In?

<table>
<thead>
<tr>
<th>Level of Commitment</th>
<th>Active Communities</th>
<th>Bronze Early Help Partner</th>
<th>Silver Early Help Partner</th>
<th>Gold Early Help Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our organisation commits to ensuring all our staff, volunteers and others who have contact with children and families understand the importance of raising safeguarding concerns, and how to do this.</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Our organisation commits to developing knowledge of other services available locally and actively signposting or referring children and families to these services when this would help them</strong></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Our organisation commits to keeping up-to-date publicly available information on open and accessible support we offer to children and families</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Our organisation commits to maintaining a good awareness and understanding of local partnership processes for safeguarding children including MARF and MASH, and has at least one member of staff able to complete an Targeted Help Assessment if the issue cannot be addressed or resolved locally</strong></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Our organisation commits to using Early Help Notes where appropriate, and attending a Team around the Family meeting where we’re involved even if not the lead</strong></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Our organisation commits that at least one member of staff can perform the Lead Worker role to work with partner organisations to address concerns for children and families when appropriate</strong></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Tools and Processes to Support Effective Early Help

Below is a glossary of terms used in this document, including an overview of tools and local arrangements in place to support early help work.

- **Community Operating Groups (COGS)**
  These town-based teams, co-ordinated by Sandwell Council, bring together professionals from a range of different agencies along with community representatives to review and consider particular children and family situations of concern. In many cases this leads to a targeted support offer. Organisations providing early help support are welcome to attend their local weekly COG meeting for help, support and advice around a child and family situation.

- **Early Help Note**
  This is a note that can be added to the electronic ECAF system by those registered, identifying and sharing with others low level concerns identified about a child and family situation. Using these notes COG managers are able to see a range of interactions with different agencies and can form a more complete picture of a situation and act on any concerns.

- **Lead Worker**
  This role, sometimes known as the ‘Lead Professional’, refers to someone who agrees to take the lead to co-ordinate support and acts as a single point of contact for a child and their family when a joined-up arrangement between a range of services is needed. The Lead Worker needs to be someone who the child, young person and family can rely on and trust.

- **Multi-Agency Referral Form (MARF)**
  A MARF is a referral form to be used when someone working with a child believes that there is a Child Protection issue. Where a child already has an allocated social worker no Multi Agency Referral form is required. Once submitted, MARFs are looked at by staff within the MASH, where the case will be risk assessed and acted upon accordingly.

- **Multi-Agency Safeguarding Hub (MASH)**
  The MASH is a multi-agency team formed to protect children and families who may be at risk of harm including domestic abuse. It enables information to be shared securely between agencies so that the needs of a child about whom concerns have been raised can be understood. The MASH identifies a full picture of the known risks affecting the children and their family and then ensures timely and relevant actions to address these issues.

- **Referral**
A referral is when someone makes a request for support from an agency that could be best dealt with by another organisation. For example, this could be when someone comes to an advice centre with a housing enquiry and is referred to Shelter. In this example, the advisor actively helps the person to access Shelter by phoning or emailing their details to Shelter and in some cases by arranging the appointment for them.

- **Sandwell Access Service**
  This is a dedicated team providing telephone support and advice around children’s issues and safeguarding to members of the public or local agencies. The team can be accessed at any time of the day or night.

- **Sandwell Safeguarding Children Board (SSCB)**
  This is a statutory board which has been set up as part of Working Together to Safeguard Children 2015. Sandwell SCB ensures that all organisations that work with children work together to keep children and young people safe from harm.

- **Sandwell Services Portal**
  This is a web-based directory of local services which is searchable, enabling individuals and agencies to identify and access a range of early help support across Sandwell.

- **‘See Something Do Something’**
  This is a short video that raises the awareness that everyone has a part to play in keeping children safe. It helps people from all walks of life to understand what to look out for and how to share concerns about a child’s welfare or safety, the safety or welfare of a vulnerable adult, or a possible domestic abuse situation.

- **Signposting**
  Signposting is when someone seeks help from a support agency that can be best dealt with by another agency and is given information, for example a leaflet, about that service. The person seeking help is not helped in any other way to access the other agency.

- **Targeted Help Assessment**
  Formerly known as an ‘ECAF’ or ‘Early Help Assessment’, the Targeted Help Assessment is a common form of assessment of the child/young person within the context of the family and community. It helps practitioners and the family to gain a better initial understanding of the child/young person’s needs and provides a structure for recording information. Using the established process reduces multiple assessments for young people and their families; the outcomes of the assessment can be shared with consent.
Supporting Children and Families: What to do, When

All signatories to the Partnership commitment agree to the following approach for enabling children and families to access early help support and to raising safeguarding concerns should they arise.

**Active Communities**

*A children and family scenario where some additional support is needed without which the child would be at risk of not meeting their full potential.* The situation is well understood. There are no known safeguarding concerns or serious risks to the child/young person.

*A children and family scenario which requires or probably requires specialist support.* The issues presented require a range of different types of support and/ or there appear to be unknown underlying issues. There are no known safeguarding concerns or serious risks to the child/young person.

*A children and family scenario where there are safeguarding concerns with serious risks to the child/young person.*

Use the online Services Portal to find support locally and signpost or refer the child and family to an appropriate service or services.

Contact the Sandwell Access Centre on 0121 569 3100 as soon as possible for support and guidance.

**Bronze Early Help Partner**

*A children and family scenario where some additional support is needed without which the child would be at risk of not meeting their full potential.* The situation is well understood. There are no known safeguarding concerns or serious risks to the child/young person.

*A children and family scenario which requires or probably requires specialist support.* The issues presented require a range of different types of support and/ or there appear to be unknown underlying issues. There are no known safeguarding concerns or serious risks to the child/young person.

*A children and family scenario where there are safeguarding concerns with serious risks to the child/young person.*

Use the online Services Portal to find support locally and signpost or refer the child and family to an appropriate service or services.

Contact the Sandwell Access Centre on 0121 569 3100 as soon as possible for support and guidance.
### Silver Early Help Partner

**A children and family scenario where some additional support is needed without which the child would be at risk of not meeting their full potential.** The situation is well understood. There are no known safeguarding concerns or serious risks to the child/young person.

**A children and family scenario which requires or probably requires specialist support.** The issues presented require a range of different types of support and/or there appear to be unknown underlying issues. There are no known safeguarding concerns or serious risks to the child/young person.

**A children and family scenario where there are safeguarding concerns with serious risks to the child/young person.**

- Use the online Services Portal to find support locally and signpost or refer the child and family to an appropriate service or services. Add an Early Help Note to the ECAF system.
- Undertake a Targeted Help Assessment to understand better the needs of the child and family and contact your local COG for advice and follow-up.
- Complete a MARF and contact the Sandwell Child Safeguarding team as soon as possible.

### Gold Early Help Partner

**A children and family scenario where some additional support is needed without which the child would be at risk of not meeting their full potential.** The situation is well understood. There are no known safeguarding concerns or serious risks to the child/young person.

**A children and family scenario which requires or probably requires specialist support.** The issues presented require a range of different types of support and/or there appear to be unknown underlying issues. There are no known safeguarding concerns or serious risks to the child/young person.

**A children and family scenario where there are safeguarding concerns with serious risks to the child/young person.**

- Use the online Services Portal to find support locally and signpost or refer the child and family to an appropriate service or services. Add an Early Help Note to the ECAF system.
- Undertake a Targeted Help Assessment to understand better the needs of the child and family and contact your local COG for advice and follow-up.
- Complete a MARF and contact the Sandwell Child Safeguarding team as soon as possible.
Supporting an Effective Early Help Partnership

Our Early Help Partnership brings together a variety of different providers of diverse shapes and sizes and drawn from different sectors, all committed to supporting better wellbeing for children and families. Individually, it’s their commitment, knowledge, passion and expertise that helps make the difference that’s need, but it’s also the partnership working that makes them, collectively, even more effective. We recognise that building strong partnerships takes time, that relationships are not always easy and that the world around us is constantly changing, so our Early Help Partnership needs support to really achieve its potential.

That support comes in the form of the Early Help Partnership Steering Group. This is a project Board that reports formally to Sandwell’s Safeguarding Children Board (SSCB). The Early Help Partnership Steering Group is accountable for overseeing the effective delivery of this Strategy and plays an enabling and resourcing role for the Early Help Partnership.

The composition of this Early Help Partnership Steering Group includes representation from providers across different sectors, the Early Help Co-ordinator, staff from locality offices across the borough as well as lead officers from targeted and specialist services.

Broadly speaking, it’s role encompasses a variety of functions, including but not limited to:-

- tracking progress of how early help support is being provided
- growing the membership of the Partnership and nurturing good relationships between members
- measuring improved outcomes for children and families
- establishing and maintaining a risk register to address concerns on how the Partnership is delivering early help support
- ensuring there are effective links between early help providers and targeted and specialist services

Strategic Priorities

The Group has five priority areas through which they aim, over the life of this Strategy, to create the conditions for members to build an excellent Early Help Partnership. Details of how this Priority might be delivered can be found in the Draft Delivery Plan in Appendix 1.

1. Increased knowledge of universal services
To grow knowledge of the range of services that are available to children and families, and increase access to them, through making this information readily available to all service providers and local residents.

Actions include the development of a web-based application which will provide up-to-date, quality information through a user-friendly portal on the broad range of services available to children and families in Sandwell.

2. Grow the Early Help Partnership

To establish and grow the Early Help Partnership by securing a commitment from a wide range of different organisations in Sandwell: involving recognised service providers, and encouraging and incentivising a diverse range of new service providers and community-focused organisations to play their part.

Actions include development of an Early Help Partnership brand, a recognised sign-up and certification process, and a set of activities to promote the Partnership and to approach a range of previously unengaged organisations.

3. Develop better partnership working between providers

To support Early Help Partners to develop a range of healthy working relationships across the Partnership, working consistently to the Partnership Principles to collectively provide more effective and joined-up support.

Actions include a range of activities to bring organisations together, ranging from informal networking events to more formalised forums at which organisations will share and develop best practice in how to collaborate with each other, for example, by establishing and refining signposting and referral practices. An Early Help Partnership Forum aimed primarily at Silver and Gold Partners will engage statutory partners, including those agencies delivering targeted and specialist services in Sandwell, and will focus on how to improve the journey through support by engaging and involving children and families to review and share their experiences.

4. Develop intelligence-led commissioning practice

To work more closely with Partners to ensure that all investment in Early Help provision is based on clearly defined and understood local needs.

Actions include a range of activities including information gathering from service providers, Community Operating Groups (COGs), targeted services and Locality
Offices on what local early help support children and families are currently needing; ensuring all locally commissioned services are listed on the Services Portal; undertaking mapping of capacity and support available based on Portal intelligence to assess gaps in provision; providing support and advice to commissioners, grant panels and those overseeing town partnership plans, sharing information on local needs, gaps and emerging trends; performing a scrutiny role with the aim of ensuring commissioning and grant-making processes are based on sound evidence of need and with an awareness of current capacity.

5. Increase Capacity and Capability at Community Level

To work more closely with communities to develop greater resilience at an individual level and to increase the capacity of community-focused organisations to deliver accessible and appropriate early help support.

Actions include a range of support, information and training provision for local support organisations on a range of topics including how services can be made more culturally appropriate and accessible, and how new grassroots projects can be developed, such as empowerment/self-help initiatives. The Group will also work with local Partners to increase Early Help Partnership Steering Group resources by acting in an advisory role around bids for external funding, and will facilitate collaboration where appropriate, for example where a locality-based provider might benefit from developing a partnership with a specialist borough-wide agency.

How will we know we have made a difference?

Whilst it would be ideal to be able to measure how the approach to early help support outlined in this Strategy has improved the outlook for children and families in Sandwell, we recognise that the complexity and scale of need in Sandwell makes this very difficult to do, particularly in the short-term. To ensure that all Partners feel confident that we are making the desired positive progress, the following information will be gathered by the Early Help Partnership Steering Group to indicate how things are changing. This information will be regularly shared with Early Help Partners.

1. Increased knowledge of universal services

Indicators: Numbers of services listed on the Services Portal; range, diversity and geographical spread of services; statistics of Portal usage showing regular access by a wide number of different users; evidence that service information is being updated regularly to ensure accuracy of listings; questionnaires to understand how the Portal is being used, and how it can be improved.
2. **Grow the Early Help Partnership**

   Indicators: Numbers of organisations signed-up to be Early Help Partners; spread of Partners across the four levels of commitment, and diversity of members by geography, size and sector

3. **Develop better partnership working between providers**

   Indicators: Perception-based surveys of Partners focusing on their changing experiences of partnership working; changes in the percentage of appropriate MARF referrals received; changes in the percentage of appropriate Targeted Help Assessments received; development of tools or agreed working practices between Partners; case study evidence showing how the journey through support for children and families has been reviewed and recommendations taken forward

4. **Develop intelligence-led commissioning practice**

   Indicators: Information gathered on emerging needs from local Partners; Maps of service provision showing gaps in support; records of engagement with commissioners and grant panels which point to improved funding practice

5. **Increase Capacity and Capability at Community Level**

   Indicators: Evidence of new project initiatives which have developed as a result of local intelligence gathered by the Early Help Partnership Steering Group; amount of external funding secured for local services where applications have been supported by intelligence from the Early Help Partnership Steering Group
Appendix 1: Sandwell Early Help Strategy for Children and Families: Draft Delivery Plan

This draft delivery plan will be developed in detail and signed off by the Early Help Partnership Steering Group, which will oversee the progress made in developing the Early Help Partnership through the activities proposed below.

1. Greater knowledge of universal services

<table>
<thead>
<tr>
<th>Action</th>
<th>By whom</th>
<th>By when</th>
<th>Success measure(s)/ indicator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Development of the Sandwell Services Portal</td>
<td>X</td>
<td>x</td>
<td>Completed website on test site</td>
</tr>
<tr>
<td>Initial dataset imported from route2wellbeing website</td>
<td>X</td>
<td>x</td>
<td>Full initial dataset</td>
</tr>
<tr>
<td>Promotion of Services Portal to statutory service providers to encourage service listing and usage</td>
<td>x, leads and managers within statutory agencies</td>
<td>end July 2017</td>
<td>In excess of 50 statutory services listed</td>
</tr>
<tr>
<td>Promotion of Services Portal to voluntary sector providers to encourage service listing and usage</td>
<td>X</td>
<td>end July 2017</td>
<td>In excess of 50 VCS services newly listed</td>
</tr>
<tr>
<td>Promotion of Prevention Portal to community groups via SFVYO, other fora and face-to-face outreach to encourage service listing and usage</td>
<td>X</td>
<td>end July 2017</td>
<td>In excess of 30 community group services newly listed</td>
</tr>
<tr>
<td>Completion of first phase population of Services Portal</td>
<td>x and all partners</td>
<td>end September 2017</td>
<td>Over 300 Sandwell services listed; over 100 active users; over 5000 sessions using the site achieved</td>
</tr>
<tr>
<td>Continued management and promotion of Services Portal including local marketing and promotion through partner websites</td>
<td>x and all partners</td>
<td>ongoing</td>
<td></td>
</tr>
</tbody>
</table>

2. Grow the Early Help Partnership

<table>
<thead>
<tr>
<th>Action</th>
<th>By whom</th>
<th>By when</th>
<th>Success measure(s)/ indicator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment/ secondment of an Early Help Co-ordinator service to lead promotion of the Early Help Partnership, facilitate sign-ups, and maintain communications with</td>
<td>X</td>
<td>In place by March 2017</td>
<td></td>
</tr>
</tbody>
</table>
Partners.

| Development of a visual identity and brand for the Early Help Partnership and a range of promotional and information resources. | Early Help Coordinator | April 2017 |
| Consideration of the needs of minority communities and how to ensure communications resources are culturally appropriate and aid access. | Early Help Coordinator | June 2017 |
| Outreach and event promoting sign-up to the Early Help Partnership across all sectors - meetings with statutory partners, schools, and VCS groups | Early Help Coordinator | End of August 2017 | 75 signatories to the Early Help Partnership |

3. Develop better partnership working between providers

<table>
<thead>
<tr>
<th>Action</th>
<th>By whom</th>
<th>By when</th>
<th>Success measure(s)/indicator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updated version of the ‘See Something Do Something’ video to include new contact information and a poster for public display with contact information and youtube link</td>
<td>SMBC, Early Help Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagement with Sandwell Access Service to ensure readiness for promotion of service to ‘Active Communities’ sign-ups and other Early Help Partners.</td>
<td>Early Help Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional campaign to encourage staff, volunteers and members of the community to watch the ‘See something do something video’</td>
<td>SCVO, Active Communities, Bronze organisations</td>
<td>end of Jan 2018</td>
<td>1,500 views of the video</td>
</tr>
<tr>
<td>Baseline survey of all Early Help Partnership members to assess the extent of their partnership working and understand their views on strengths and weaknesses to inform development and support activity</td>
<td>SCVO</td>
<td>by end March 2017</td>
<td>In excess of 30 survey respondents</td>
</tr>
<tr>
<td>Report on progress and development of Early Help Partnership to SSCB including feedback from partners (survey) and trend/usage analysis from Services Portal usage to inform future commissioning discussions.</td>
<td>SCVO</td>
<td>October 2017</td>
<td></td>
</tr>
<tr>
<td>Quarterly meetings of the Early Help Partnership Forum to encourage closer partnership working/ referral relationships, to co-design new approaches and tools for Early Help, to</td>
<td>SCVO, Silver and Gold Partners</td>
<td></td>
<td></td>
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</table>
provide a forum for discussion between providers and sectors

### Six-monthly meeting outside of normal working hours to promote good partnership working between access points and smaller early help providers, to develop tools and engage in discussion

**Action**

- **By whom**: SCVO, Active Communities and Bronze Partners

### Annual conference bringing together all providers with children and families to provide feedback, discussion, networking and inspiration

**Action**

- **By whom**: SCVO, all EH partners/signatories at an accessible time/venue

### Survey of all Early Help Partnership members to follow up March 2017 survey and consider changes/progress made

**Action**

- **By whom**: SCVO
- **By when**: by end December 2017
- **Success measure(s)/indicator(s)**: In excess of 30 survey respondents

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4. **Develop intelligence-led commissioning practice**

<table>
<thead>
<tr>
<th>Action</th>
<th>By whom</th>
<th>By when</th>
<th>Success measure(s)/indicator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodic reports on local needs, bringing together information from a range of local agencies and others sources</td>
<td>SMBC, Early Help Co-ordinator</td>
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<tr>
<td>Periodic mapping documents providing overview of current provision with gaps, set against information on local need</td>
<td>SMBC, Early Help Co-ordinator</td>
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</tbody>
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5. **Increase Capacity and Capability at Community Level**

<table>
<thead>
<tr>
<th>Action</th>
<th>By whom</th>
<th>By when</th>
<th>Success measure(s)/indicator(s)</th>
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<tbody>
<tr>
<td>Utilise regional and national resources such as the Artemis Training tool and NSPCC support line periodically to make available to Early Help Partners through communications and training events</td>
<td>Early Help Co-ordinator</td>
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<tr>
<td>Engage the Sandwell Volunteer Centre to facilitate promotion of volunteering opportunities within youth and family support agencies</td>
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<tr>
<td>Ongoing dialogue with Sandwell Local offices to ensure regular sharing of knowledge and good practice is achieved and strong operational links built and maintained between local statutory officers and Early Help partners.</td>
<td>Early Help Co-ordinator; Locality lead officers</td>
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<tr>
<td>Development support to build the capacity of those involved in new grassroots initiatives</td>
<td>SCVO</td>
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</table>
Appendix 2:

MEMBERSHIP OF THE SANDWELL EARLY HELP PARTNERSHIP

Partnership Principles

• We commit to working with other agencies in an open and supportive manner, sharing information - with the family’s consent - when this is helpful, and keeping the needs of children and families as a priority at all times

• We commit to continuous learning and development for all staff and volunteers who have contact with children and families and continuous improvement for the organisation in the support it provides

• We commit to working through points of difficulty or disagreement with other agencies in an honest, positive and constructive manner, recognising the important and valid contribution made by all Early Help Partners

• We commit to grow our knowledge of services and support available for children and families in Sandwell and to proactively work towards new, trusting and productive partnerships

Please tick the box below to indicate the level of commitment you wish to make on behalf of your organisation.

<table>
<thead>
<tr>
<th>Active Communities</th>
<th>Bronze Early Help Partner</th>
<th>Silver Early Help Partner</th>
<th>Gold Early Help Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Name: ............................................................
Role: .............................................................
Organisation: ......................................................

Our organisation commits to being part of the Sandwell Early Help Partnership, supporting the ambitions of the Strategy, and committing to the principles and practice of good partnership working for the benefit of children and families in Sandwell.

Signed: ......................................................... Date: ..............................................

Please return this signed form to XXX, XXX, XXX B69 XXX