



City and County of Swansea

Notice of Meeting

You are invited to attend a Meeting of the

Scrutiny Performance Panel – Public Services Board

At: Committee Room 5 - Guildhall, Swansea

On: Thursday, 29 March 2018

Time: 11.00 am

Convenor: Councillor Mary Jones

Membership:

Councillors: P M Black, T J Hennegan, C A Holley, P R Hood-Williams, J W Jones and M Sykes

Co-opted Members: Cherrie Bija, John Warman and Martyn Waygood

Agenda

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- | | | |
|----------|--|----------------|
| 1 | Apologies for Absence. | |
| 2 | Disclosure of Personal and Prejudicial Interests.
www.swansea.gov.uk/disclosuresofinterests | |
| 3 | Public Questions
Questions must relate to matters on the open part of the Agenda of the meeting, and will be dealt with in a 10 minute period | |
| 4 | Minutes
To approve & sign the Notes of the previous meeting(s) as a correct record. | 1 - 3 |
| 5 | Early Years Work Stream
Sian Bingham - Early Years and Family Support Manager
Chris Sivers – Director, Place | 4 - 10 |
| 6 | Welsh Audit Office Event Overview <ul style="list-style-type: none">• Councillor Mary Jones | 11 - 14 |
| 7 | Work Plan 2017/2018. | 15 - 16 |

Next Meeting: Wednesday, 9 May 2018 at 10.00 am

Huw Evans

Huw Evans
Head of Democratic Services
Thursday, 22 March 2018

Contact: Scrutiny - 637732



City and County of Swansea

Minutes of the **Scrutiny Performance Panel – Public Services Board**

Committee Room 5 - Guildhall, Swansea

Wednesday, 13 December 2017 at 10.00 am

Present: Councillor M H Jones (Chair) Presided

Councillor(s)

P M Black
P R Hood-Williams

Councillor(s)

T J Hennegan

Councillor(s)

C A Holley

Co-opted Member(s)

Martyn Waygood

Co-opted Member(s)

Co-opted Member(s)

Other Attendees

Officer(s)

Penny Gruffydd
Bethan Hopkins

Sustainable Development Officer
Scrutiny Officer

Apologies for Absence

Councillor(s): J W Jones and M Sykes

Co-opted Member(s): Cherrie Bija

Other Attendees:

1 Disclosure of Personal and Prejudicial Interests.

None

2 Public Questions

None

3 Notes, Conveners Letter and Response

Approved

4 Consultation on draft Wellbeing Plan

- The draft well-being plan was published for consultation on the 21st November 2017

- Workshops were held in June and July involving different stakeholders and community groups
- 10 themes were developed initially with 4 draft objectives being the outcome
- Two of the themes which were discounted were Housing and City Deal. It was felt that while the importance of each was vital to the well-being goals, there was less opportunity for collective action around these areas. Housing was considered a theme which would be reflected in the other objectives and which has substantial legislation requiring specific individual organisations action. The City Deal has a clear programme of delivery and governance structure in place.
- There was a 14 week statutory requirement with the Future Generations Commissioners office from June to October and the feedback from this has been taken into account
- The Public Services Board does not have an engagement group and so it asked the partners involved to engage their services users/public via their existing methods to gather feedback
- This information will come back for analysis after the 14th February and the final plan will be signed off by the 4 core members and the Partnership prior to publication
- A process is currently being developed to respond and deal with the comments which will be fed back
- The Panel commented that the decision to remove housing as an objective is confusing. Housing is a thread running through all themes and council stock is only a small part of housing. Collective action is available in relation to all housing including private rented, suitability of accommodation, environments around housing etc.
- Comments that there is little to no mention of action in the draft plan – no ownership of activities
- Air quality improvements need to be linked in with planning processes, infrastructure and the availability of suitable public transport
- The 'how' i.e. action plan is being developed as part of the consultation period, a detailed action plan will need to be developed after the Well-being Plan has been published outlining how the actions are delivered and the role and responsibility of each member of the partnership in achieving the Objectives.
- There should be more mention of community action and encouraging neighbours to get to know each other and take part in community activities to help prevent loneliness
- Each organisation needs to 'buy in' to the consultation process regarding the draft well-being plan. They need to disseminate the paper and gather feedback but there is no resource to ensure this happens
- Once the action plan is developed as a result of the consultation process there needs to be measures and monitoring processes in place to ensure the actions are being undertaken and producing quality outcomes

5 Work plan 2017/2018.

- City Centre is being removed from the meeting on the 14th February 2018 as other Panels are looking at

- The review of the final draft well-being plan will come to the Panel for scrutiny in April 2018

The meeting ended at 10.55 am

Chair



Report of the Cabinet Member for Health and Well-Being

PSB Scrutiny Performance Panel
27th February 2018

Public Services Board Best Start Workstream Update

Purpose:	This report provides the Panel with an update of the PSB Priority on Early Years.
Content:	The report outlines project progression and highlights to date, and future planned developments.
Councillors are being asked to:	Discuss the report and identify if there are any comments and/or recommendations to be reported back to the PSB.
Lead Councillor:	Councillor Mark Child
Lead Officer & Report Author:	Sian Bingham – Early Intervention Services Strategic Manager Tel: 01792 635400 E-mail: Sian.Bingham@swansea.gov.uk
Legal Officer:	Stephanie Williams
Finance Officer:	Annick Wilks

1. Background

- 1.1 There is considerable international evidence from a wide spectrum of leading academics and practitioners that investment in the Early Years (EY) will break the cycle of disadvantage by changing children's life chances so that they are better able to make a positive contribution to society and at the same time reducing the need for very costly remedial services across the Public Sector.

“Action to reduce health inequalities must start before birth and be followed through the life of a child. Only then can the close links between early disadvantage and poor outcomes throughout life be broken.” The Marmot Review Fair Society, Healthy Lives

- 1.2 As a result of the over whelming evidence, the focus on the importance of multi-agency action to improve outcomes for children from conception to school age was initiated by Swansea's Healthy City Board working in collaboration with the Institute of Health Equity (Marmot Review team).
- 1.3 In line with the evidence base for tackling health inequalities, a set of key messages were developed, with the engagement and involvement of parents/carers. These messages form the central element of the Best Start campaign to raise awareness of what families and services can do to support children's development before they start school. See appendix 1.
- 1.4 Best Start Swansea is a universal strategy with the targeting of services on a proportionate basis in relation to need so that individuals all the way along the social gradient are lifted up to the same level as those at the top.
- 1.5 The Best Start Swansea Communications campaign is therefore an important universal element of the overall Early Years Strategy and approach. Its premise is to get parents to engage with the messages and to achieve attitudinal change and build a culture of these being "the norm" in Swansea in the way that parenting is approached.

2. Public Services Board Project

- 2.1 Swansea's Public Services Board (PSB) identified Early Years as one of its 5 priorities for 2016-17. Whilst the focus of the PSB was progressing the Best Start Communications Campaign there was also an interest in being kept informed about wider developments.
- 2.2 The key elements of the Best Start Priority for the PSB were to:
 - Develop the key messages
 - Develop the marketing material
 - Promote the messages via the marketing material across Swansea
 - Developing the knowledge and awareness of the "workforce"
 - Develop a website and social media capability
 - Attend or organise events to promote the messages
 - Report on wider targeted projects.
- 2.3 PSB Partners were asked to actively support and promote the campaign through their individual workforces and stakeholders. This included re-tweeting Best Start messages, linking up on facebook, promoting the messages via the use of the posters and hosting and attending events.

2.4 Regular reports were provided to the PSB detailing progress.

3. Progress Best Start Campaign

3.1 During 2016-17 the messages were developed into a communications Campaign. Nearly 500 primary school children were directly involved in the development of the branding for the campaign helping to bring the Jack Family characters to life.

3.2 The social media activity accounts spread the messages to a wider audience. There have been 1,426 tweets, the impressions (the number of people that have seen the posts) have exceeded over 167,000 on twitter and over 12,000 on facebook.

3.3 The number of social media followers is also growing month on month, although there is still some work to be done. The reach is over 302,000 however the true reach is larger still, as by utilising the wider network that have been involved in the Best Start campaign, partner organisations have also been sharing the messages, with one tweet around bedtime routines being shared by SCVS to over 70,000 as a consequence.

3.4 The initial workforce development awareness has been ongoing over the last twelve months, with over 29 sessions delivered to over 630 staff on a multi-agency basis. The number of organisations that have received the awareness sessions is varied and ranges from, amongst others, Health visitors to library staff and from Childcare workers to Foundation Phase co-ordinators. Sessions have been run with the Third Sector, the Local Authority, Health and also the private sector. We are also working closely with SVCS to develop a third sector Best start Champion scheme with different voluntary organisations promoting the messages consistently.

3.5 Over 5,500 people received information about the Best Start Messages through attending outreach events over the summer including National Play Day, Health Visiting Week events, Ageing Well Morriston, Teddy Bear's Picnic etc.

3.6 Posters have been distributed to:

- 48 GP surgeries in Swansea
- 75 Pharmacies
- 2000 leaflets to members of the public.

3.7 In collaboration with Public Health Wales, Swansea organised a First 1000 Days event in November. The event brought together representatives from a wide range of services and professions across Swansea in order to identify strengths and weaknesses in the system during these crucial early days. The Event was attended by around 100

individuals and an action plan from the event is currently being developed and will align with the steps identified for the developing Well-Being Plan.

- 3.8 Recently consultation with 63 children and young people from 33 Primary Schools took place at the first Big Conversation for Primary Schools on the Early Years section of the Draft Wellbeing Plan. The event has also served to promote awareness of the Best Start messages with the Primary school sector
- 3.8 Wider developments reported to the PSB were the Jig-so project, the Early Years Primary Care Project and the Speech and Language Project.
- 3.9 Jig-So Swansea is a team of Midwives, Nursery Nurses, Family Facilitators and Early Language Development Workers, which was established to support expectant and vulnerable young parents (16-24) from 17 weeks during their pregnancy and throughout the child's infant years. The team works holistically with parents, targeting both mothers and fathers with a view to engaging them into a pathway of support that aims to better enable them to meet their child's needs and build the resilience factors needed to thrive as a family.
- 3.10 400 families were supported during 2017. Of these 90% of parents now feel better prepared to be a parent and 91% of parents reported an improved ability to support their child's learning and development needs. In addition from a Health perspective 51% of women stopped smoking during birth compared to 5% across the Health Board's population and 63% breastfed their baby at birth compared to 63.78% across the Health Board's population. 40% of the families were open to Social Services and during the year 34% of these were closed as a result of Jig-so's intervention.
- 3.11 The Early Years Primary Care Project is a pilot project funded by the Penderi GP Cluster with contributions from the Council and the Health Board. The project supports patients referred through the GPs to get to the root of the social issues impacting directly on their health and well-being or their child's health and well-being now or where there is a risk of an adverse impact to the future health and well-being outcomes of the child and their own. The project therefore signposts, seeks opportunities for social prescribing and when appropriate provides a bespoke parenting orientated intervention.
- 3.12 Approximately 137 families were supported during 2017 with child behaviour, parental anxiety and depression being the main reasons for referral. It has been estimated that through this small project that 650 GP appointments were saved.
- 3.12 The Council working closely with ABMU Health Board secured ALN Innovation Grant funding to purchase Wellcomm packs for all schools,

including Welsh medium schools. The Wellcomm Toolkit screens the receptive and expressive language skills of pupils on entry to Nursery and provides simple interventions to develop language skills in readiness for entry to Reception. Data is expected to be available during 2018/19.

4. Next Steps

- 4.1 These include:
- 4.2 To continue to collaborate with Public Health Wales in the development of a new action plan following the 1st 1000 Days Event that will also inform the developing Well-Being Early Years Priority within the Well-Being Plan.
- 4.3 To scale up the promotion of the Best Start Messages via Events, Social Media and the use of resources, such as the Best Start board game, to reach a wider audience.
- 4.4 To continue to develop the wider projects including working with local Universities to evaluate the Jig-so Project and working with GP Clusters to roll out the Primary Care Early Years Project.

5. Conclusion

- 5.1 The Workstream has made significant progress however it should be highlighted that the focus of the PSB project was on one element of a much broader Strategy and approach.
- 5.2 There are still more opportunities to capitalise on to take the Campaign to a higher level of reach and thus impact. The continued support of the PSB will be a critical factor in achieving this which will be helped through the inclusion of Early Years as one of the priorities in the Well-Being Plan that is currently out for Consultation.

6. Legal Implications

- 6.1 There are no legal implications.

7. Financial Implications

- 7.1 There are no financial implications.

Background papers: None

Appendices: Best Start Messages

Appendix 1:

In Swansea we give our children the best start in life to get them ready for school

We are the Jacks living the Swansea way

- We play with our children to have fun and keep active.
- We look after ourselves and our children by trying to be healthy.
- We have routines to help our children concentrate and feel secure.
- We enjoy talking, listening and singing with our children.
- We enjoy reading with our children to get them ready for learning.
- We know that nursery and playgroups are where our children learn and make new friends.
- We spend quality time with our children to help them develop.

BEST START
SWANSEA

Swansea Healthy City
Abertawe Ddar Iechyd
01792 517222
www.beststartswansea.gov

Briefing from 16th January 2018 Conference

'The role of scrutiny in relation to Future Generations' - Welsh Audit Office

Delegates were asked to reflect on current practice in relation to the five ways of working and considered possible alternative approaches in their application to scrutiny.

The seminar looked to explore, how we choose topics, how we look at it and how we report it?

We were advised that there can no longer be 'business as usual' in relation to scrutiny.

The main points from the event are as follows;

- We tend to scrutinise current working situations. We focus on the here and now in scrutiny and now we need to look at scrutiny as a longer term approach
- Scrutiny in relation to the Future Generations Act needs to look outside of the main topic we are scrutinising. It needs to take into account the act and its requirements/ethos
- There is a move toward prevention and for crisis/firefighting work to stop. Need to invest early on and take long term approaches to problems
- Want to involve the public in a real way. High level consultation doesn't tend to work
- Need to realise that small cuts at a local level make big impacts long term
- It is difficult to make long term decisions based on budgets which are measured annually – this needs to be considered
- Old processes are easy to get stuck in, we must move away from these where they are not in line with the act and not working
- Perhaps build in the Future Generations Act to all recommendation so it is considered in any policy changes
- Difficulty in making long term decisions with annual budget process. Welsh Government, Local Authorities and other partners must start to take longer term financial view.
- A good scrutiny environment requires;
 1. A good relationship with executives
 2. Freedom to scrutinise properly
 3. Effective training and information

Some key things scrutiny can look at to measure impact of Future Generations Act:

- Look at the risk register for impacts relating to FGA
- Wider impacts on services, thinking much wider and challenge silos. How are others being impacted not just the service you are looking at
- Prevention, how are we preventing things happening and learning from the past, sharing learning good and bad
- Ensuring more co-ordinated public services

- What are the knock on effects of the decisions we are making now?
- Involve the public. What do they want to see the future to look like and their solutions? Opportunity for scrutiny to bring real voices of communities in to solve issues.
- How we make the shift to taking that longer term approach and what are the issues around doing that?

How can we engage and involve communities and the public more:

- Focus on service users
- Refocus time and resources to understanding what the public want and need
- Ensure the public and communities are at the centre of what we do
- Think about the future and 'walking in the shoes' of people using our services and don't get bogged down in how things have always been done.

Scrutiny for the well-being of future generations – more questions than answers? Tim Buckle WAO

In January, we are holding a seminar which is going to challenge how public services in Wales need to rethink how they hold members and officers to account in relation to future generations. We recognise that this is a step change for public services and we caught up with our colleague Tim Buckle who has a foot in both camps – working on a Wales Audit Office review of local authority scrutiny arrangements during 2017-18, and helping shape this seminar.

There have been numerous conversations about the term ‘scrutiny’, we thought it would be helpful to clarify how this fits with the seminar in January.

The Well-being of Future Generations (Wales) Act (WFG Act) challenges public services in Wales to work differently. So what does this mean for scrutiny? That’s what we’ll be discussing and working through in the seminar in January 2018. But before we start talking about that, in this blog I wanted to talk about another question, what do we mean by ‘scrutiny’?

My initial reaction to this question is....well more questions! It depends who you ask? It depends who’s doing the scrutinising? It depends who’s being scrutinised? Do we mean local government overview and scrutiny because that has specific roles set out in legislation? Do we mean the process or function or scrutiny more broadly across the 44 public bodies covered by the WFG Act? But then in trying to work differently I’ll ask another question – does it really matter that we don’t have a succinct definition? Maybe not, as long as we are all talking about broadly the same type of activity then we can still discuss what might work, what doesn’t work and what might need to change including possibly the behaviours of the scrutineers and the scrutinised. Maybe one of the things we all need to come to terms with is that in a complex, fast moving world where change is constant we have to accept that not everything can be neatly defined and compartmentalised?

The term scrutiny is commonly used in local government because Councils in Wales have at least one ‘overview and scrutiny committee’. But the process of ‘scrutiny’ also takes place in councils in many different forums and processes – officers ‘scrutinise’ performance information, as do Cabinet Members. In any public body there will be some ‘scrutiny’ of performance, budgets and policies. To keep things simple what we are really talking about is holding decision-makers to account, challenging performance, policies and ways of working, reviewing outcomes and so on and so on.... There are probably quite a few other words that we could use to describe what we mean by the process of ‘scrutiny.’

If we follow this logic this also means that simple designations of the ‘scrutineers’ and the ‘scrutinised’ are also too simplistic. There are some obvious groups who will probably see themselves as part of the ‘scrutiny community’ – scrutiny committee members and scrutiny officers in local government, non-executive board members and so on, but cabinet members and executive board members may also find themselves scrutinising the way in which their own organisations have acted in accordance with the sustainable development principle. Crucially they may also be holding partner organisations collectively to account on Public Service Boards – accountability isn’t always vertical it can be horizontal too....

So what does this mean for delegates attending the event in January 2018? It means we want them to bring their knowledge and experiences of scrutiny – whether as a ‘scrutineer’, as the ‘scrutinised’, or as someone who’s observed scrutiny in action – and to share this with people from other organisations and sectors. It means we hope that delegates learn from each other and can work through solutions to common (or not so common) barriers to effective scrutiny to help improve the wellbeing of future generations and to find solutions that will work in their organisations. To help do this, at the event, delegates will be challenged to think differently about scrutiny, about what effective scrutiny means and about why they think it’s important for the wellbeing of future generations?

The WFG Act requires public bodies to challenge themselves to reconsider what they do and how they do it. This challenge is not limited to a single policy area, team or function and it is recognised that the change won’t happen overnight. Scrutiny, in all its forms, could potentially play a key role in driving that change by ensuring the right questions are asked, at the right time.

Public Services Board Performance Panel

Work Plan 2017/18

<u>Meeting Details</u>	Items to be discussed
<p>Committee Room 5 Guildhall 10am – 12pm (9.30am Pre-Meeting when required)</p>	
<p><u>Meeting 1</u></p> <p>Wednesday 30th August 2017</p>	<ul style="list-style-type: none"> • Terms of Reference • Wellbeing Assessment review and briefing Steve King – Information, Research & GIS Team Leader • PSB Update – Officer Briefing Chris Sivers – Director of People • Draft work plan discussion
<p><u>Training</u></p> <p>Wednesday 13th September 2017</p> <p>10am – 11.45am Committee Room 3C Guildhall</p>	<ul style="list-style-type: none"> • PSB/Wellbeing and Future Generations Scrutiny Information Session Penny Gruffydd – Sustainable Policy Officer
<p><u>Meeting 2</u></p> <p>Wednesday 25th October 2017</p>	<ul style="list-style-type: none"> • Domestic Abuse – Work Stream Jane Whitmore – Partnership and Commissioning Manager Chris Sivers – Director People Megan Stevens – Key 3 Project Worker • Ageing Well – Work Stream Jane Whitmore – Partnership and Commissioning Manager Chris Sivers - Director People Polly Gordon – Life Stages Partnership Manager
<p><u>Meeting 3</u></p> <p>Wednesday 13th December 2017</p>	<ul style="list-style-type: none"> • Draft Wellbeing Plan Discussion Penny Gruffydd - Sustainable Development Officer Suzy Richards - Sustainable Development Officer

<p><u>Meeting 4</u></p> <p>Thursday 29th March 2018</p>	<ul style="list-style-type: none"> • Early Years – Work Stream Sian Bingham – Prevention and Early Intervention Strategic Manager Chris Sivers – Director of People • Welsh Audit Office Update Cllr Mary Jones
<p><u>Meeting 5</u></p> <p>Wednesday 9th May 2018</p>	<ul style="list-style-type: none"> • Update on Well-being Plan and Next Steps Penny Gruffydd – Sustainable Development Officer Suzy Richards - Sustainable Development Officer • Future Generations Act and Scrutiny - Guidance • Annual Review of panels work and Work Plan 2018/19