

# Start Well Greenwich

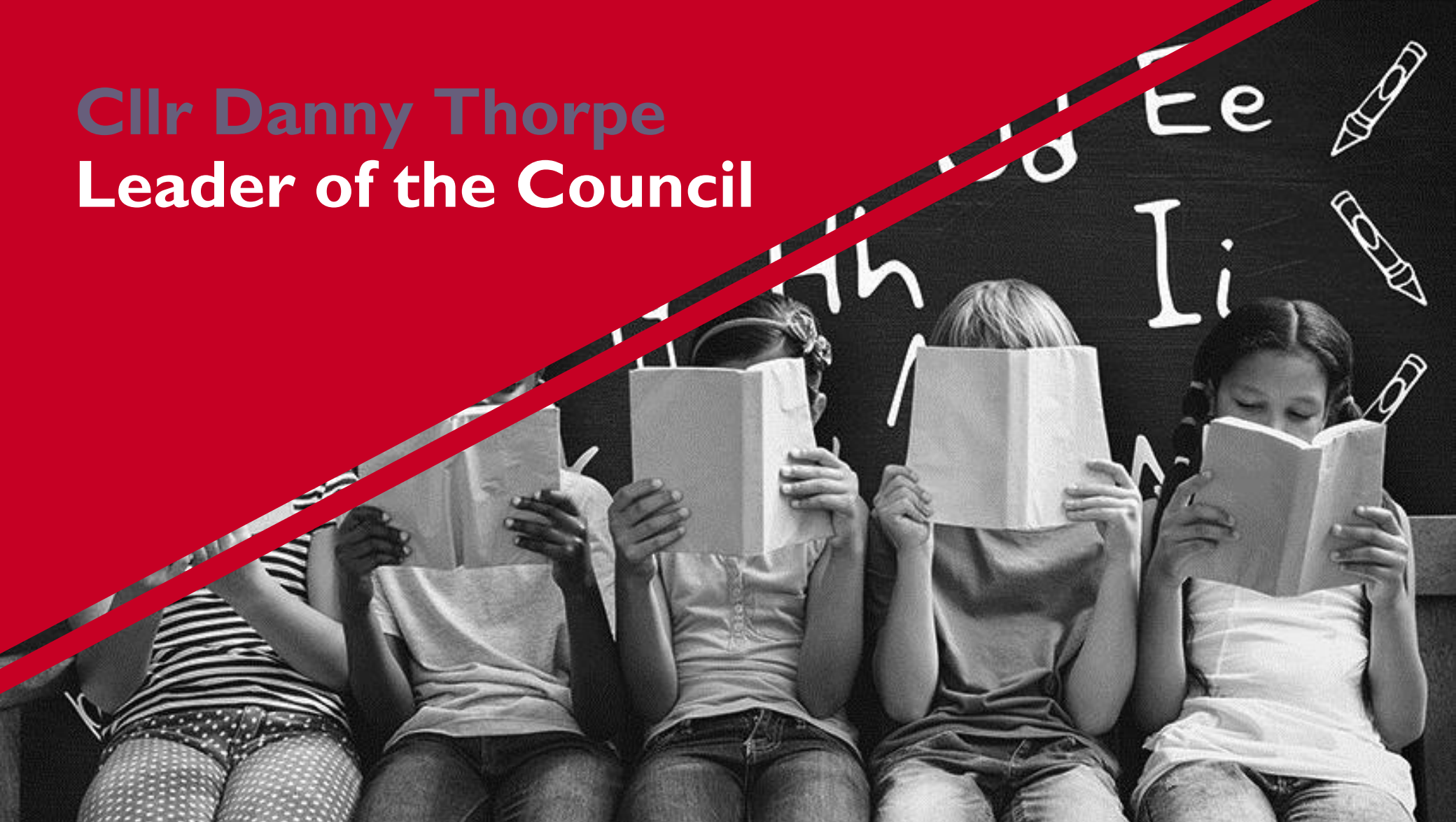
Children and Young People's  
Health and Wellbeing Services 2020

Royal Borough of  
Greenwich



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# Cllr Danny Thorpe Leader of the Council



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**Cllr David Gardner**  
**Deputy Leader**  
**Cabinet Member for Children's**  
**Services and Schools**



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# *Children and Young People's Health and Wellbeing Services 2020*

We believe that all children in Greenwich, regardless of their background or circumstances, should have a happy and fulfilled childhood where they belong, grow and succeed so that they enter adulthood ready, willing and able to achieve their highest potential.

Royal Greenwich currently commissions a number of individual services that support children and their families. We believe we can harness and further strengthen the work of these services by bringing them together within a new model.



# *Children and Young People's Health and Wellbeing Services 2020*

- Through integration, partnership and alignment, we believe we will be able to offer seamless, modern, tailor-made services to children, young people and their families, and identify any issues and offer support at the earliest possible time before they escalate.
- Our future services will need to fully embrace digital technology, data collection and communication in order to meet the challenges of our communities and match their expectations
- Today is the begin of the journey to develop these services for 2020



# Steve Whiteman Director of Public Health & Wellbeing



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# Greenwich has a young and very diverse population.

From the most recent projections

Currently, just under  
**283,500**  
people live in  
Greenwich.

Just over **1 in 10**  
of our population  
are over **65 years**  
compared to just under  
1 in 6 for England.

However this  
proportion is  
set to increase  
over the next  
10-15 years.

Almost **1 in 4** of our population  
are under **19 years\***  
reflecting a young and family  
orientated population

\*compared to 1 in 5 in  
England.

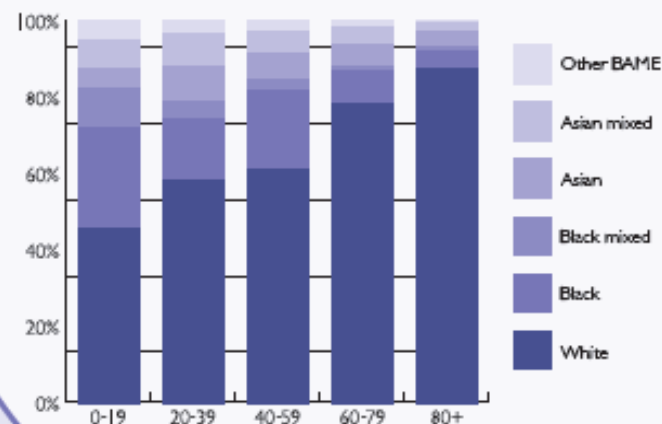
Of our over 65 year old  
population, nearly **1  
in 2** are over 75 years  
reflecting the increasing  
life expectancy.

Just less than **2 in 5** people in  
Greenwich are from **Black and  
Minority ethnic backgrounds**

compared to 1 in 7 in England.  
The two biggest ethnic groups  
being Black Caribbean/African  
and South Asian/Chinese.

Projected  
changes over the  
next 10 years  
show that our  
older population  
will also become  
more ethnically  
diverse.

The ethnic makeup of our population is  
different depending on age group with more  
diversity seen in our children, young people  
and young adults.



# Population – Children and Young People



c.73,000

0 to 18 years old live in RBG (as of 2018\*, CYP)

This is **24%** of the total population in Royal Greenwich

Children and Young People from BME groups account for **over half** of all children living in the area; this compares with 22% in the country as a whole



c.43,000 pupils attend a RBG school

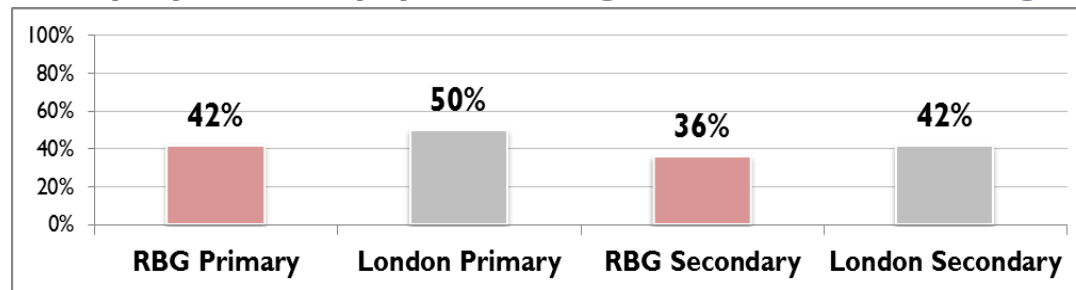
c.4,000 2,3 and 4 years olds access funded childcare places

c.15% of pupils have special educational needs

150+ languages  
are spoken\*\*



The proportion of pupils with English as an additional language



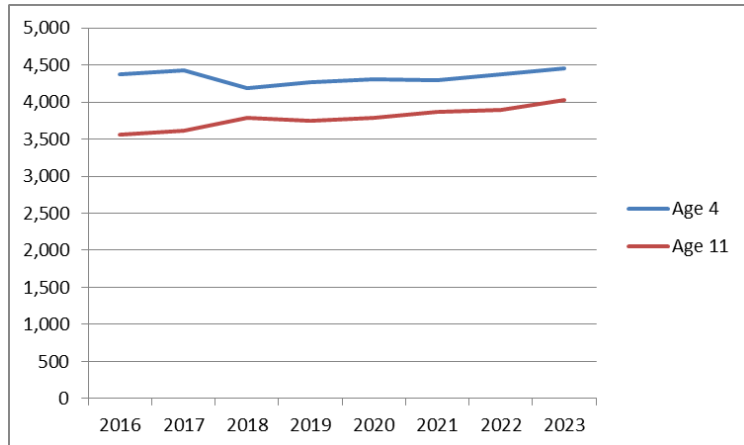
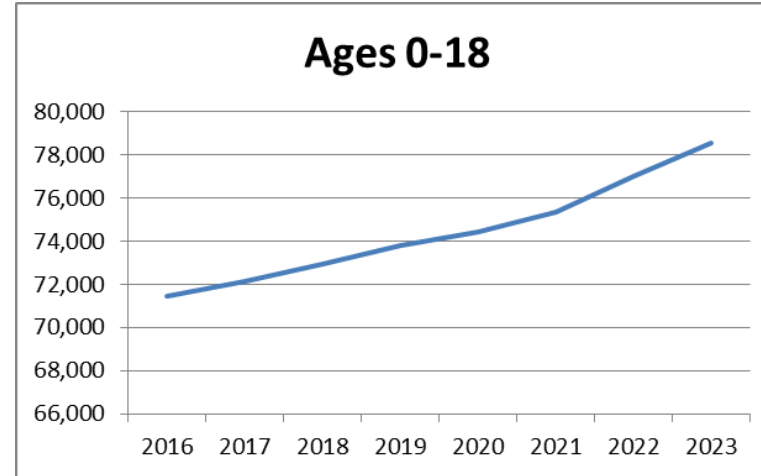
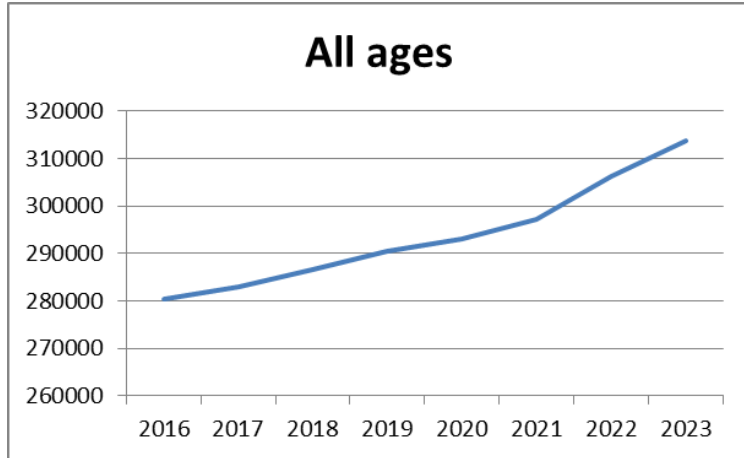
\*GLA BPO based projections (June 2018)

\*\*+150 languages are spoken by at least one RBG pupil, the main one after English being Yoruba (c.2,600 speakers; 6% of pupils)



# Population projections

The population of Greenwich has seen unprecedented growth in recent years and is projected to continue to grow



% change 2016 to 2023:

All ages: +12%

0 to 18: +10%

4 year olds: +2%

11 year olds: +13%

4 and 11 year old projections feed into school roll projections in terms of planning for current and future pressures

In Greenwich, between  
2014 and 2016

**63**

***babies***  
*died in their  
first year of life.*



(4.6 per 1,000 live births  
compared to 3.2 per 1,000 in  
London and 3.9 per 1,000 across  
England)

Infant mortality  
has increased since  
2012-14 and is now  
significantly worse  
than London.

In Greenwich, between  
2014 and 2016

**27**

***children and  
young people  
(aged 1-17 years) died  
prematurely.***

(15 per 100,000) which is higher  
than both London and England  
(11.5 and 11.9 per 100,000  
respectively).



Child mortality has  
also increased since  
2012-14 and is now  
significantly worse  
than London.

# *What are our challenges?*

- The growing population of secondary school children
- Conflict in relationships and domestic abuse. Both the impact of parental domestic abuse and entering into conflictual/ violent relationships as teens and adults
- Exploitation, particularly through gangs and child sexual exploitation
- Gap in educational attainment with some vulnerable groups, particularly in later key stages
- High levels of childhood obesity
- The challenges of poor mental health and wellbeing
- High levels of teenage pregnancy
- High levels of smoking in pregnancy
- Low levels of breastfeeding in young mothers
- High hospital admissions



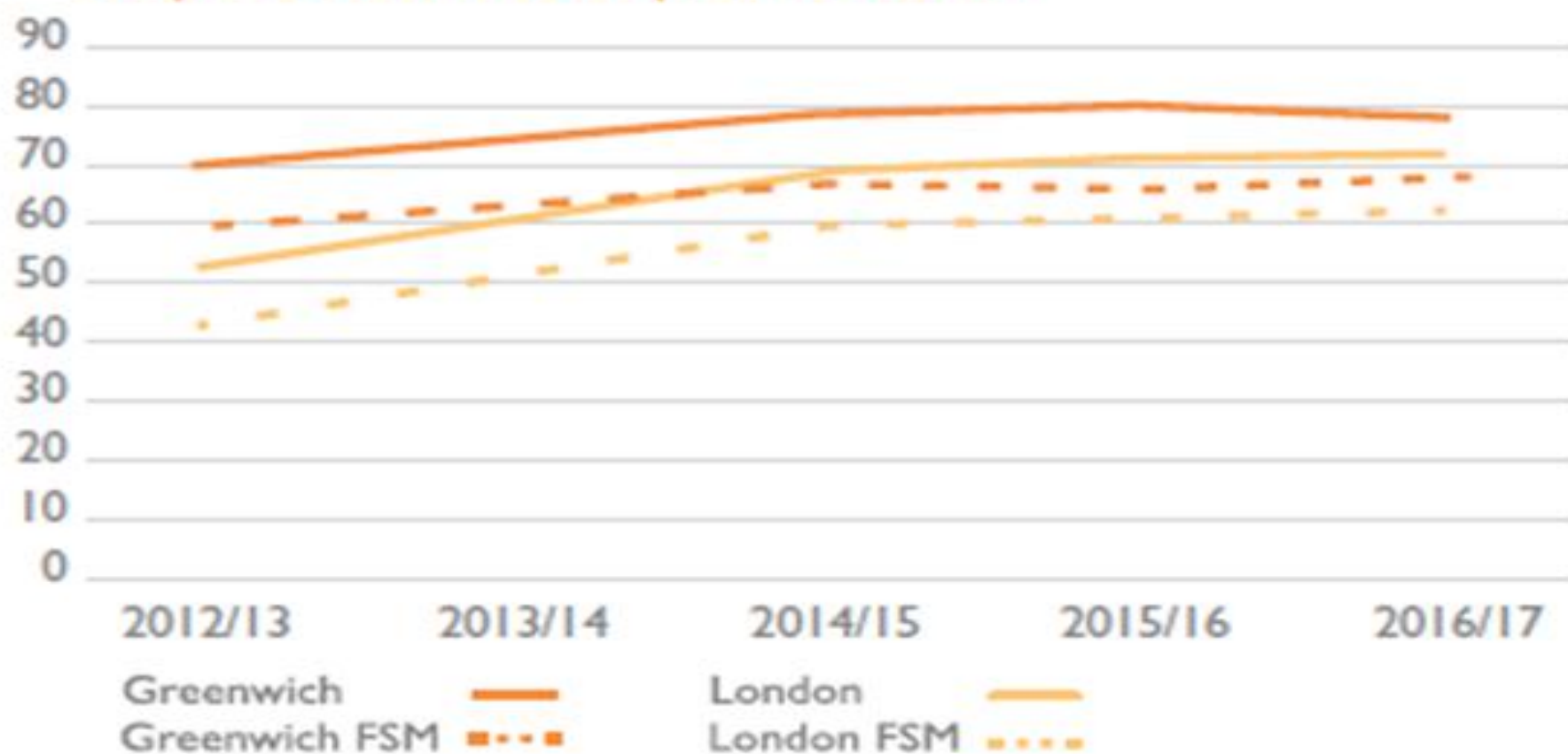


# Florence Kroll Director of Children's Services



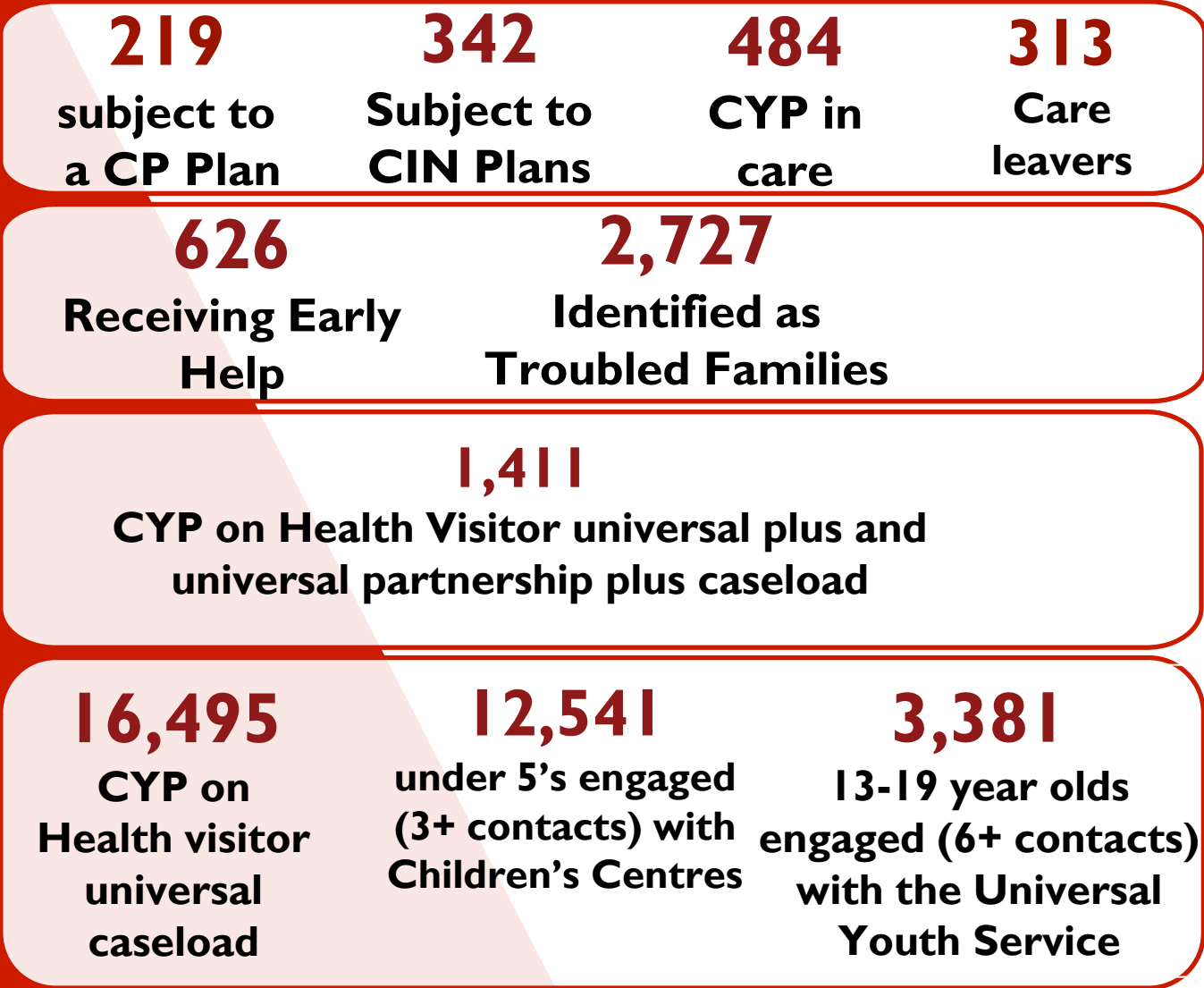
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School Readiness % of children compared with those receiving free school (FSM) meals achieving a good level of development at the end of reception, Greenwich compared to London



*Early Help  
and Social  
Care*

**Levels of  
need and  
service  
delivery**



# *What are the key outcomes to achieve (1)*

- Improved mental health and wellbeing for children and young people.
- Increased proportion of children with healthy weight through improved nutrition and physical activity.
- Good oral health, reduced admissions due to dental health.
- Reductions in hospital admissions
- Fewer families are in chaotic environments – better organisation and skills.
- Reducing smoking rates in pregnancy





# *What are the key outcomes to achieve (2)*

- Improving breastfeeding rates amongst teenage and young mothers and mothers from deprived backgrounds.
- Reducing risky behaviour in children and young people including anti-social behaviour and criminal activity.
- Ensuring all children, particularly vulnerable groups, achieve their full potential at educational key stages.
- Increasing the ambition of children and young people.



# *What are the key outcomes to achieve (3)*

- Reducing isolation and developing and strengthening positive supportive social networks
- Increasing the skills, confidence and quality of parenting by new and young parents.
- Increasing the skills, confidence and quality of parenting, particularly of adolescent children
- Employment, education and training for parents and young people



# Jackie Davidson Assistant Director – Public Health



# *Start Well Greenwich*



- What is Start Well Greenwich?
- Live Well Greenwich
  - wider prevention system
  - Initially focused on adults





# Live Well Greenwich



**Starting Well**

**Staying Well**

**Ageing Well**



**Living Well**

**Wider Determinants of Health**

# *Start Well Greenwich*



- Improve health & wellbeing through an integrated system
- The commissioning programme to launch and develop the arm of the prevention system that addresses children, young people and their families
- Tackling the big challenges
- Prevention needs to be delivered at a larger scale and systematically in order to achieve population level impact.
- Prevention or early detection and turning the tap down on future demand
- Moving towards a whole system approach
- Creating an integrated service delivery model
- Services working in partnership to deliver shared outcomes
- Outcomes tracked across the services



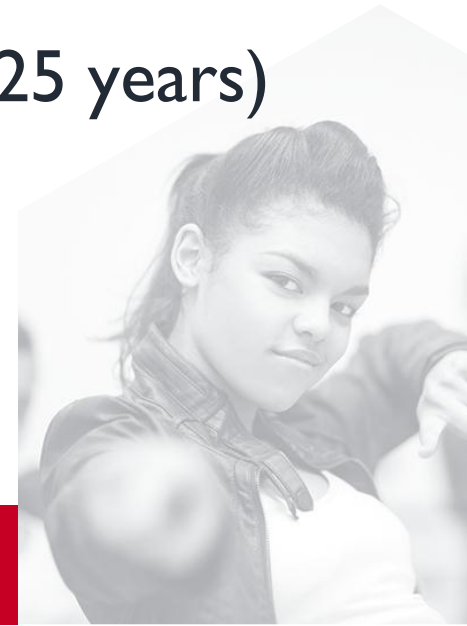
**Louise Mackender de Cari**  
**Assistant Director Strategy, Performance  
& Commissioning Children's Services**

**David Pinson**  
**Head of Commissioning &  
Health Protection**  
**Public Health Lead - C&YP**



# *The new model – which services are in scope?*

- Health Visiting (0-4 years)
- School Nursing (5-19 years) including YOS Nursing
- Universal Youth Service (10-18/25 years)
- Universal Youth Summer Programme (10-18/25 years)
- Children's Centres (0-4 years)





# *The new model*

- The new model will encompass significant system change with robust stakeholder engagement – with 7 additional half-day sessions, focusing on key areas and participation of children and young people and families in the design of services.
- Establishment of Start Well Greenwich, a new prevention system for children and young people, aligned with Live Well Greenwich
- Universal services that encourage access, allows for relationships to be developed, needs to be identified and additional support to provided / accessed at the earliest possible time



# *The new model*

- The delivery of outcomes - shared and tracked between providers
- Maintain our commitment to 1001 Days, but in addition, expand provision across all age ranges from childhood to employment and strengthen adolescent support
- Services based on robust evidence
- Digital technology and communication to be incorporated across all services



# *What is proposed?*

- Integration of Health Visiting and Children's Centres
- Integration of School Nursing and Universal Youth
- Investment in additional adolescent services to address key priorities (in and out of school settings)
- Development of social prescribing for children and young people
- New service to be aligned with Early Help and NHS networks
- Interactive, borough-wide digital offer, including a new Digital Passport at the start of secondary school



# *Digital Passport - Proposals*

- All children starting secondary school offered a digital 'passport'
- Passport to provide information about health, wellbeing and activities in the borough
- Conduct questionnaires and analyse the data, which will identify interests, needs and risks
- Build a 'digital relationship' with young people, and profile risk
- Incorporate social prescribing and promote services, activities, refer and signpost
- Incorporate a Help Button, live chat, messaging
- Aligned with new Adolescent services and Integrated School Nursing and Universal Youth Service
- Strong partnership with all secondary schools
- Utilisation of apps and other digital solutions



# *New Adolescent Services - Proposals*

- Development of new additional services for adolescent children
- In and out of school settings including youth hubs
- Mixed method approach (face-to-face, digital)
- Focus on 4 key areas
  - Healthy food / healthy weight
  - Physical activity
  - Mental health and wellbeing
  - Risk (drugs and alcohol, exploitation, sexual health, violence)





# *Quality Assurance*

- A quality assurance programme for Start Well Greenwich
- Strengthened voice of children, young people, parents and carers in service review and development
- Systematic feedback opportunities after receiving services
- Digital solutions
- Mystery shopping



# *Our Vision*

- Evidence-based innovation – transforming our services for the 21st century
- Service modernisation including service delivery partnerships that share the delivery of outcomes
- Detection and support as early as possible
- Embracing community and peer development opportunities
- Consistent offer across the borough and diversity in provision and take-up.
- Getting the best out of our physical assets



# *Schedule for the rest of the day*

## **Break now and networking opportunity**

- The rest of the afternoon
- Outline engagement process and tendering timetable
- More detail behind our current proposals
- Questions we have for you
- Your questions, ideas and input



*Break for 15 minutes*

**Louise Mackender de Cari**  
**Assistant Director Strategy, Performance  
& Commissioning Children's Services**

**David Pinson**  
**Head of Commissioning &  
Health Protection**  
**Public Health Lead - C&YP**





# *Indicative Timetable*

<b>Action</b>	<b>Start Date</b>	<b>End Date</b>
Stakeholder Engagement Process (Pre-tender)	19/12/2018	28/02/2019
Publish Tender	01/05/2019	
Tender Period	01/05/2019	30/06/2019
Award of Contract	01/09/2019	30/10/2019
Mobilisation Starts	01/10/2019	31/03/2020
Start of New Contracts	01/04/2020	

# Finance

Service	Indicative budget for service area
Children's Centres, integrating Health Visiting	9,500,000
Universal Youth Service, integrating School Nursing	2,300,000
New adolescent services, incorporating current sexual health outreach and weight management services	1,200,000
Digital Passport and quality assurance	500,000

We are currently not in a position to confirm final allocations, therefore, these figures are indicative

# *Engagement sessions*

- 10<sup>th</sup> Jan 12.30-4pm - Prevention system, effective detection, early identification
- 17<sup>th</sup> Jan 9 – 1pm – Schools and the service model
- 30<sup>th</sup> Jan 12.30-4pm – Technology, Innovation and Outcomes
- 6<sup>th</sup> Feb 9.30-1pm – Adolescent services
- 18<sup>th</sup> Feb 12.30-4pm – Opportunities and partnerships
- 25<sup>th</sup> Feb 12.30-4pm – Early years and integration
- 26<sup>th</sup> Feb 12.30-4pm – School-aged years and integration



# *Where to send your questions and comments*

Feedback to Joint Commissioning Team email:

[childrens-commissioning@royalgreenwich.gov.uk](mailto:childrens-commissioning@royalgreenwich.gov.uk)

Ideas for innovative services and models

Ideas for how to measure the success of the service

Ideas of effective use of digital platforms

Ideas on integrated models of service delivery

We will post our responses to questions at:

<https://royalgreenwich.proactishosting.com/>

(You will need to register or login)



# Dave Borland Head of Joint Commissioning



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# *Facilitated Table discussions*

- Integration of Children's Centres and Health Visiting
- Digital Opportunities, including the School Passport
- Integration of Universal Youth Services and School Nursing, including new Adolescent services
- Partnership working and the Prevention system



# *Facilitated Table discussions*

- Each Table has a Facilitator and Scribe
- Questions on each of your tables to discuss
- Your views and ideas will inform development of the specification and tender along with further feedback from engagement sessions, children and young people and their families
- We're capturing your questions
- Don't worry – No volunteers to feedback!

