

What is the Flying Start programme?

The Flying Start programme was based on research evidence drawn from a range of interventions across the UK and internationally. The programme was based on developing the universal health visiting entitlement becoming more enhanced to support more complex family circumstances while maintaining the engagement and key worker role; speech and language provision; parenting programmes to support parenting skills and the childcare for child development and early identification. The aim of the programme was to target areas of disadvantage, through supporting children's development, improving the home learning environment, early identification of additional needs, and reducing the need for children to come into the care system.

Flying Start pathway of provision 2018-19

Approx. age of child	Universal Flying Start programme	Delivered by	Additional targeted support	Additional support across the age range			
antenatal period : 12-16 weeks	Generic midwife notification to Flying Start Health Visitor	Generic midwife		Time limited 4-8 session intensive bespoke family support package intervention in the home following assessment of need	ISCAN or direct referrals for any specialist health support needed for additional needs identified following birth	ISCAN referral for Join in and Play in the home for children with emerging developmental needs	links to wider partnership projects through Families First or other funding streams depending on needs of family
	Antenatal roadshow / health group	Health Nursery Nurses					
	Healthy Start scheme	Health Nursery Nurses					
	Healthy pregnancy	Health Nursery Nurses					
	maternity grant	Health Nursery Nurses					
24 weeks	Solihull antenatal programme - delivered universally	Family Support Worker & Health Visitor/Nursery Nurse					
	antenatal visit	Health Visitor					
		Health Visitor & Family Support Worker	Flying Start outreach / intensive support programme				
Birth to 6 months	Birth visit and baby safety pack	Health Visitor					
	Family Resilience Assessment Intervention Tool (FRAIT)	Health Visitor					
	Solihull postnatal programme	Family Support worker					
	Baby Club - weights, developmental checks, breastfeeding support and peer support, baby massage, first aid basics, weaning, home safety, speech and language key messages, interactive play	Health Visitor / Nursery Nurses / Family Support worker	home visiting support for complex concerns re breastfeeding				
	Immunisations	Health Visitor / GP Practice Nurse					
	Family foods	Health Outreach Team					
6 months to 24 months	Bookstart bag	Health Visitor / Nursery Nurse					
		Family Support Worker / Nursery Nurse	PAFT programme in the home				
	Tiny Talkers termly programme (6months - 2 years)	GAVO Play team & Homestart					
	Family Lives modules on specific parenting topics	Family Support Workers					
		Family Support worker	Solihull basic parenting programme				
	SLC key messages	Flying Start SLT & all partners					
		Super Shellby & Family Support Workers	targeted language support in the home				
	Health Visitor / Nursery Nurse	Schedule of Growing Skills (SOGS) targeted					
2 years	Flying Start Childcare	Flying Start Childcare settings and Cylchoedd Meithrin					

		Super Shellby	Super Shellby targeted support in childcare	ISCAN referral for Education Psychologist support for children with emerging additional needs especially regarding transitions			
		Flying Start SLT	targeted language plans in setting				
	Parent Forum	Caerphilly Parent Network					
		Family Support Workers	Family Links Parent Nurturing Programme				
		Family Support Workers + CF worker	STEPS				
		Ystrad Mynach college, Community Education, Employment support programmes through CF and ESF	Training courses				
3 years	Development check 27 months	Health Visitor / Nursery Nurse	Schedule of Growing Skills (SOGS) targeted				
	Early Years Education	Maintained and non-maintained providers	Childcare Offer for working families				
		Family Support Worker	Family Lives modules				
4 years	Community Partnership groups	legacy programme					
	PTA groups	Local Primary Schools					
	Transition to School Nurse	Health Visitor and School Nurse					

Chronology of development of Flying Start programme

2006-7 workforce development, planning needs, small capital refurbishments

There was an anticipated increase in demand for qualified level 3 childcare staff and current childcare settings were concerned that they would lose staff and close Flying Start areas were planned using FSM school data and school catchments
Initial budget £367,000

2007-8 tender process completed for procuring a provider to develop and CIW register all 10 childcare settings required across the 10 Flying Start areas – significant 4 year cost at circa £1m per year put it to OJEU. Parent Network supported a parent panel to work alongside the Board panel to interview the tendering organisations. The tenders were unsuccessful so planning started to recruit all staff and run CCBC employed and CIW registered provision with a contract to a single existing Cylch in Rhymney.

2008 recruitment and registration of 10 CCBC childcare settings
Recruitment of LAP workers, parenting coordinator and small team for delivery, health visitors and health outreach team
All childcare was registered and delivered from Sept 2008
Parent Network developed parent forum to consult on and inform development of delivery in each local area.

2009 training for delivery of parenting programmes (accredited facilitators in each programme) and development of a training plan for all team

2009-11 full programme delivery in ten Flying Start areas; enhanced health visiting in the home and health groups rotated in the different areas, 1 x Parent Nurturing Programme per year, family support in the home sessions, Language And Play group running in different areas termly, 11 childcare settings delivering approx. 250 childcare places

2010-11 transfer of 1/6 Cymorth to Flying Start for prevention of duplication of delivery for 0-3s living in FS areas, along with transfer of contracted provision (RFTS, GAVO, Homestart, HOT, LAP, Parent Network)

2011-13 new commissioning process for existing transferred projects – first time they had tendered for anything as previously was a grant using a basic SLA and not legally binding
Expansion was planned using LSOA income benefit data from DWP ranking concentration of children living in income benefit households which allowed some very deprived smaller communities to be identified rather than hidden in more affluent or split school catchment areas e.g. Penyrheol (2 of the 3 LSOA of Cwm Ifor was very affluent so decreased FSM data), Ty Sign (area split between two local primary schools so decreased FSM data)
Expansion development to 26 LSOA which required capital programme development and commissioning more childcare provision as well as further CCBC provision development where they were no existing provisions
Capital programme was do minimum approach which was use of community centres etc. – challenging
Close working with Communities First, Families First and Supporting People to prevent duplication of provision and begin to explore where joint contracts may be possible

2013-15 collaboration group development supported joint commissioning of providers, developed pathways for provision to remove duplication in the system and identify gaps for families, development and implementation of CCB family support strategy with partners
Full implementation across expansion areas delivering the more sophisticated programme as detailed in the Flying Start pathway, with most health groups and language groups running in each of the 26 areas, and circa 12 parenting programmes per term ranging across the age range as per the required annual relevant parenting offer

2015-18 full delivery aiming to increase the take up of provision and measure outcomes and gain greater connectivity with frontline staff

2018-19 refinement of programme comes into focus – including take up, attendance, reach, delivery, collaboration with other programme and removal of any duplication or gaps
Monitoring and evaluation of all aspects of programme delivery
Flying Start national review
Annual budget now £5.1million

Corporate wellbeing plan objective 1: improve Education opportunities for all

Aim to reduce the impact of poverty within the early years

1. Continued delivery of the Flying Start programme to help improve access, take up and attendance

Sustainable development principles:

Involvement – involvement of communities in development of delivery, engagement and community champions to support families with a specific vehicle of parent forum as well as wider ad hoc opportunities. There is also the involvement of children and families in their individual local childcare setting as well as parent consultation

meetings and feedback meetings for each individual child. There is also evaluation and feedback in all parenting and speech and language groups.

Collaboration – this programme works in collaboration with both delivery partners and wider partners to maximise impact of interventions for families, including Right from the Start, Aneurin Bevan Health Board depts. / teams, Parent Network, GAVO, Homestart, legacy projects, Families First projects, Supporting People programme, employability programmes, Social Services, Schools, Education Psychology and other education teams, ISCAN, non-maintained childcare settings, libraries, as examples

Long term – the outcomes are planned to be long term aiming for the better start in life to support long term achievement in education. In order to achieve the long term population outcomes we are focussed on improving attendance and reach. Outcomes include attainment for both children and parents, parenting skills, resilient families, health and wellbeing through healthy behaviours, early identification of additional needs or vulnerability, reduction of families reaching crisis and children becoming LAC.

Integration – working in partnership with other preventative and statutory services in targeted universally delivered areas will have a bigger impact for education and schools, health board, social services (reduction of LAC), youth crime / police. Shared outcome measures across agencies.

Prevention – this programme is designed to be preventative as well as support remedial work with children where there have been Adverse Childhood Experiences; this includes reduction of families reaching crisis and children becoming LAC, preventing long term ill health by establishing healthy behaviours in childhood, improving speech language and communication skills preventing poor behaviour and low skill attainment, breaking the cycle of poverty by supporting parents to improve confidence and take up volunteering opportunities or move on to employability programmes.

There is a need to increase the reach and take up and attendance for childcare, parenting and speech and language groups to have a bigger impact on child outcomes as they enter school and parental resilience as their child grows up.