



Targeting services to support families in the greatest need

Bournemouth Borough Council

With seven children's centres in the borough, two of which are run by the local authority, Bournemouth Borough Council makes good use of Capita One's eStart to record, manage and analyse information on service provision.

Caroline Groom, Early Years Service Delivery Co-ordinator for Bournemouth Borough Council, explains: "We have a wide range of users with different permissions – over 60 staff in total - who use One eStart to record all registrations, activities, events and outcomes at our children's centres."

The team uses eStart mostly for their lower layer super output areas (LSOAs). Where a particular super output area is one of high deprivation, the team will link this information with a number of external sources such as IDACI (income deprivation affecting children index) and the information they record on how people are accessing the centre.

Understanding which services are working

Caroline explains how the authority uses the information in eStart to inform early help measures:

"We can use eStart to help us put in place and monitor early intervention activities. For example, if we know speech and language issues flagged in schools are concentrated to children who live in particular areas of the borough, we can alert the children's centres to the need to run activities and services which support early years children with developing these skills. We then set criteria and measure how those children are improving with communication and language through our Come Talk with Me programme designed internally and run in all our centres.

Every children's centre event and activity recorded in eStart is linked to the local authority's outcomes framework – primary outcomes which are overarching aims, such as, in the example above, to improve speech and language for young children - and activity outcomes, the smaller steps that, when achieved, evidence the journey and developing change for the family.

Local authority case study

Aim:

To have a comprehensive picture of families and children accessing services and activities at the borough's children's centres and to understand the success of these activities.

Solution:

Capita One eStart

Impact:

Bournemouth Borough Council can measure the outcomes and effectiveness a service or activity has had on the progress of families and children.

Not only does eStart support us with the planning and delivery of services but, where we can see an activity is having an impact, we have the evidence to prove we're really **making a difference** to people's lives.

Caroline Groom, Early Years Service Delivery Co-ordinator

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Understanding which services are working *continued*

"Each time a family attends a particular group we link this to the primary outcome and the access group type to show whether it's a targeted (aimed at a specific group of individuals) or universal (open to everyone) activity. Our activity outcomes are held on the Events in eStart so we can assess progress on a regular basis and see when a child or family has achieved the set outcome. For example, an activity outcome for family support might be that a parent takes up their entitlement to two year old funding," explains Caroline.

Another example of a successful initiative run in all children's centres is the breast pump loan scheme, again something which the team has been able to monitor and assess using eStart. The Items element enables records to be kept on who has a pump and when it is due for return, enabling them to plan the loan effectively - there has never been a loss.

Caroline says: "One of the measures of our breast pump loan scheme is how many mums have been able to sustain breastfeeding - a important outcome for us. Again, using eStart, we could record how many reported back that being able to borrow the breast pump has enabled them to sustain breastfeeding - in this case a staggering - and very gratifying - 95% of mums."

Reports which support multi-agency and multi-service working

Caroline also values the powerful reporting tools in eStart which helps the local authority ensure sustained contact indicators and safeguarding, making it easy to provide the evidence needed for Ofsted and other returns:

"Because we record everything in eStart, the information we get back when running reports is so rich. We make extensive use of the reporting capabilities and particularly value the developments in recent years in expanding the depth of reporting, including us now having the flexibility to add categories such as 'hard to reach' which are specific to us and our outcomes, but which might not be applicable to the next borough. We can take information from different areas of our service and include them in one report to access the information we need in a meaningful way."

"Reporting with eStart is particularly useful when working with our health colleagues from the NHS in our children's centres because we're now in the process of aligning our outcomes framework with theirs with a view to sharing summative data on outcomes. And, of course, we also use eStart for responding to statutory returns, such as the reports we make to our safeguarding board on a regular basis."

Evidencing the success of the service

Caroline summarises the impact of using Capita One eStart:

"Being able to evidence all the outcomes of an activity is much more valuable than simply recording the number of people taking part - it helps us to see if interventions aren't working well so that we can guide the children's centre on delivery. Not only does eStart support us with the planning and delivery of services but, where we can see the activity is having an impact, we have the evidence to prove we're really making a difference to people's lives and that we're a worthwhile service to keep going."

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