

LEISURE & ENVIRONMENT COMMITTEE

22 JUNE 2021

Nottinghamshire Best Start Strategy

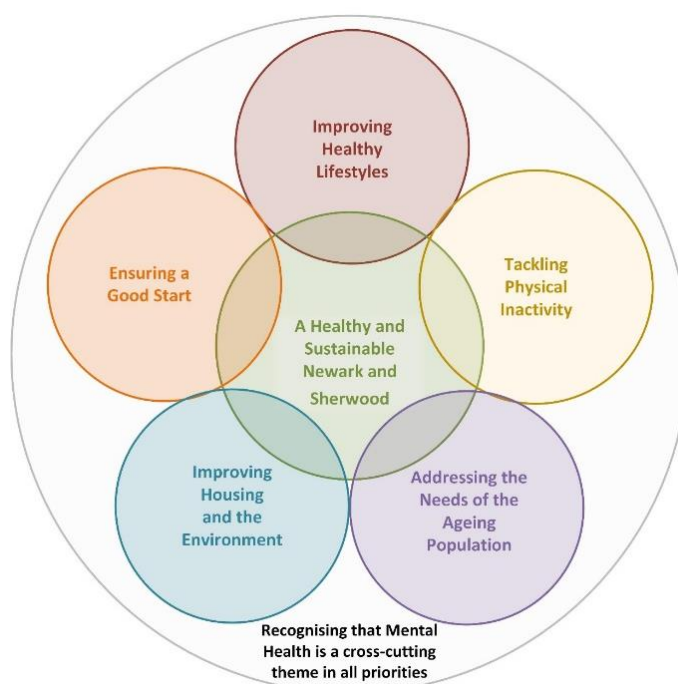
1.0 Purpose of Report

1.1 To secure approval from Leisure and Environment Committee to adopt Nottinghamshire County Council's 'Best Start Strategy' ambitions and to ensure representation at the new Best Start Partnership and work collaboratively with partners to embed the ambitions within the Newark and Sherwood Health and Wellbeing Partnership.

2.0 Background Information

- 2.1 School readiness is a strong indicator of how prepared a child is to succeed in school cognitively, emotionally and socially. Unfortunately, not enough children start school with the range of skills they need to succeed. Educational attainment is one of the main markers for wellbeing through the life course and it is vitally important that no child is left behind.
- 2.2 The priority to increase school readiness has been agreed at the Nottinghamshire County Council's Health and Wellbeing Board and forms part of the Mid-Notts ICP objectives (Objective 1.1).
- 2.3 School readiness was agreed as a priority as Nottinghamshire does not perform well compared to our statistical neighbours having experienced poor performance for a number of years.
- 2.4 In March 2021, the Government published its 'Best Start in Life' – a vision for the first 1,001 days. This document prioritises support from conception until a child reaches the age of two which is in line with the new Nottinghamshire 'Best Start Strategy'.
- 2.5 The development of the Nottinghamshire 'Best Start Strategy' is now complete and the Best Start Partnership has been created. The strategy includes the following 10 ambitions:-
1. Prospective parents are well prepared for parenthood,
 2. Mothers and babies have positive pregnancy outcomes,
 3. Babies and parents/carers have good early relationships,
 4. Parents are engaged and participate in home learning from birth,
 5. Parents experiencing emotional, mental health and wellbeing challenges are identified early and supported,
 6. Children and parents have good health outcomes,
 7. Children and parents are supported with early language, speech and communication,
 8. Children are ready for nursery and school and demonstrate a good level of overall development,
 9. Children have access to high quality early years provision,
 10. Parents are in secure employment.

- 2.6 By achieving these 10 ambitions the core team anticipate the levels of school readiness will improve, along with a range of other outcome measures such as breastfeeding initiation, a reduction in avoidable injuries, smoking at time of delivery, child poverty and more.
- 2.7 For the 'Best Start Strategy' to be an effective partnership and achieve the ambitions detailed above they have invited all key stakeholders and partners to become active members on the partnership and take a 'place based' approach in adopting the 10 ambitions.
- 2.8 Within our localised Health and Wellbeing Partnership Plan we have five emerging priorities recognising that mental health is a cross cutting theme as highlighted below. Each of these priorities are delivered via specific sub groups with a variety of partners chairing and acting as priority leads on these groups.



- 2.9 The 10 ambitions would be adopted by the Council and will become a focus of the 'Ensuring a Good Start' sub group and would link directly to the ICP objectives that mirror our emerging priorities across Mid-Notts.

3.0 Proposals

- 3.1 It is therefore proposed that Leisure and Environment Committee support the proposal to adopt Nottinghamshire County Council's 'Best Start Strategy' ambitions, as detailed in 2.5 above, and ensure representation at the new Best Start Partnership and work collaboratively with partners to embed the ambitions within the Newark and Sherwood Health and Wellbeing Partnership.

4.0 Equalities Implications

- 4.1 No negative equalities implications with this proposal have been identified. In developing the 10 ambitions consideration has been given to the specific needs of persons with protected characteristics to ensure that responsibilities under the Equalities Act 2010 have been fully considered and met. The focus of the 'Best Start' strategy will positively reinforce commitments around age (young children), and parents through pregnancy and maternity therefore will deliver positive outcomes to these two groups through its delivery.
- 4.2 All partners will work closely with the Council in terms of developing the service provision in order to support those members of the community that are in need of additional care and support.

5.0 Digital Implications

- 5.1 There are no negative ICT implications associated with this proposal.

6.0 Financial Implications FIN21-22/8442

- 6.1 There are no additional budget implications resulting from this report.

7.0 Community Plan – Alignment to Objectives

- 7.1 The realignment of the 'Best Start' ambitions into the current Health and Wellbeing Partnership Plan will make a significant contribution to 'improve the health and wellbeing of local residents' as identified in the Community Plan.

8.0 RECOMMENDATIONS

- (a) Adopt Nottinghamshire County Council's 'Best Start Strategy' ambitions, as detailed in 2.5 above, and;
- (b) Endorse officer representation at the new Best Start Partnership and work collaboratively with partners to embed the ambitions within the Newark and Sherwood Health and Wellbeing Partnership.

Reason for Recommendations

To ensure that the 'Best Start' priorities are incorporated in to the in the Council's Health and Wellbeing Partnership Plan to ensure consistency of service delivery and health improvement interventions across the local health partnership locality and to benefit the residents of Newark and Sherwood.

Background Papers

Nil

For further information please contact Andy Hardy – Health Improvement and Community Relations Manager on Extension 5708.

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