



**Jeff Banks**

**A Better Start  
Southend**

11<sup>th</sup> April 2019

**Who's the  
Expert?**   
2019 CONFERENCE



University of Essex



**COMMUNITY  
FUND**

# Holidays...



# Placemaking...





# The power of conversations...



# Where conversations take place...



# What is A Better Start Southend?



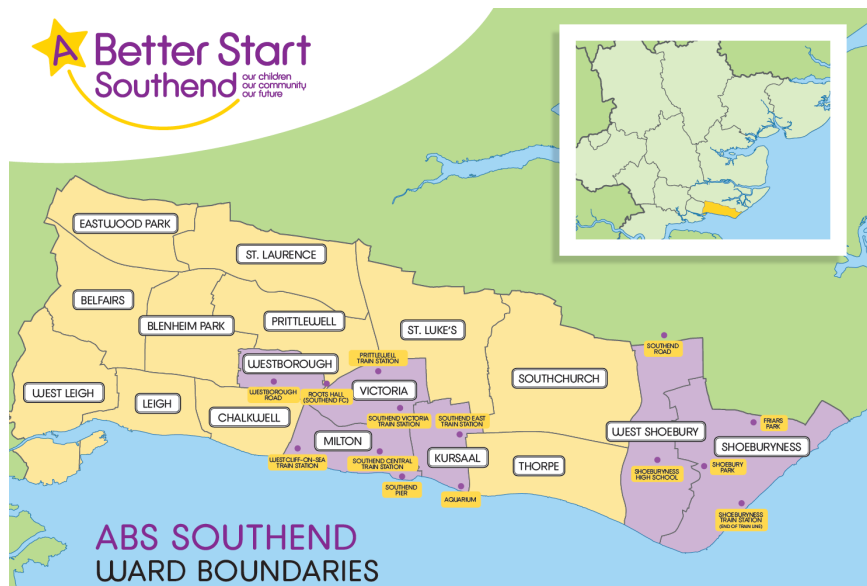
A Better Start Southend is a 10-year test and learn programme supported by The National Lottery Community Fund to transform children's services in Southend-on-Sea.

At A Better Start Southend, we trust in local people's ability to make great things happen. So we're investing £40m to develop and test new and improved children's services for Southend. We want to give every child the best possible start in life. And we're working with local people – parents, carers, volunteers and professionals – to decide how best to do it.

**Lasting impact:** We want to create better services for Southend's children and families that will last for years to come, long after A Better Start Southend is over.

# Our locations

We are focusing on families in six local wards in Southend: Kursaal, Milton, Shoeburyness, Victoria, Westborough and West Shoebury.



# Our focus



- **Social and emotional development:** We want Southend's children to enjoy good relationships, and develop the skills they need to build healthy relationships in the future.
- **Diet and nutrition:** We want all of our children to be healthy because their mums enjoyed a balanced diet during pregnancy and had all the help and support they needed to give them the best possible start in their early years.
- **Communications and language:** We want all children to be able to use speech and language skills confidently so that they are ready to learn and able to succeed when they start school.
- **Systems change:** We will work as a catalyst to support partners to ensure the system is as effective as it can be, including through workforce development and shared learning.
- **Community resilience:** We will work with the community to build their capacity to address issues themselves.



# What is Co-design and Co-production?

- **Co-design:** Designing services in partnership with the citizens who will use them.
- **Co-production:** Implementing and delivering services with citizens as partners.

***“A relationship in which professionals and citizens share power to plan and deliver support together, recognising that both partners have vital expertise. Overall, co-production is fundamentally about seeing people as assets: people are no longer passive recipients of services, but are equal partners in designing and delivering activities to improve outcomes.”***

*(Local Government Association)*

# Exercise...

**Group 1:** Person A guesses the ideal holiday and tries to sell it!

Person B must not talk or respond.

**Group 2:** Person A guesses the ideal holiday and tries to sell it!

Person A then asks Person B *'Have I got it right?'*

Person B says which bits are right and which are wrong.

Person A guesses again.

**Group 3:** Person A starts with the question *'What sort of things do you like on a holiday?'*

Person A and Person B have a conversation.

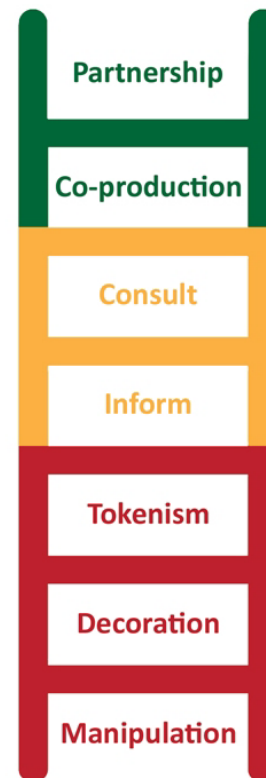
Person A summarises Person B's ideal holiday.

# Ready, steady, go...

00:00

# Feedback...

- What does it feel like to be spoken to?
- How is it when you are not able to share your views?
- What does it feel like not to be consulted?
- How is it better when you are in an open conversation?
- Where was your conversation on 'Hart's Ladder of Engagement'?



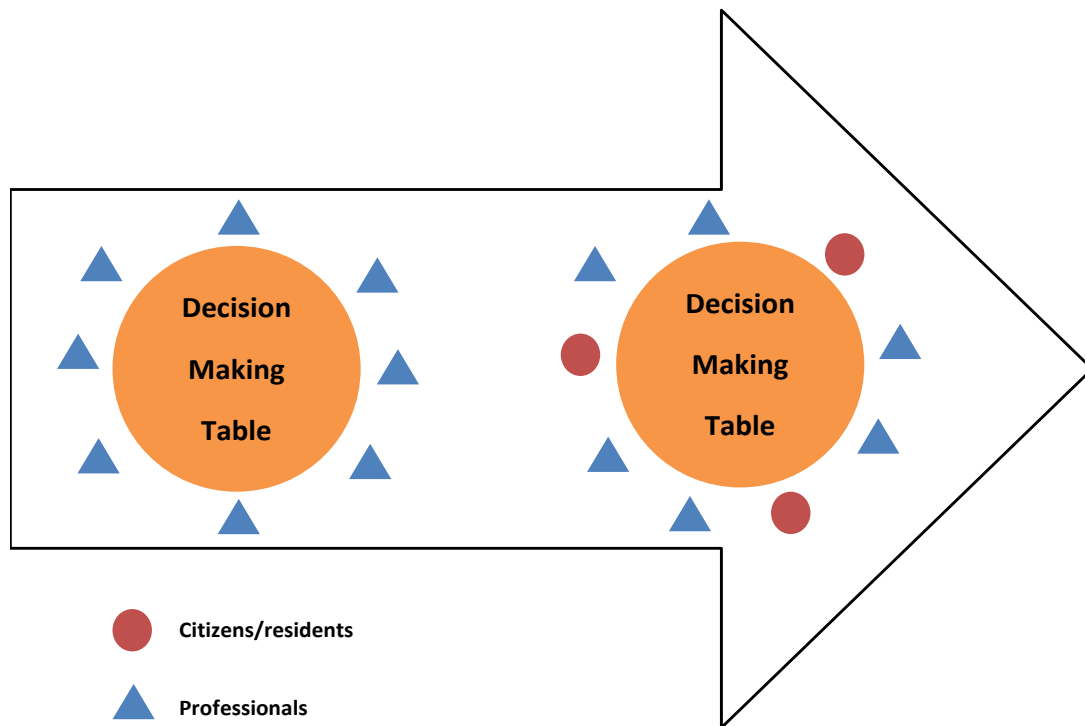


# Challenges...

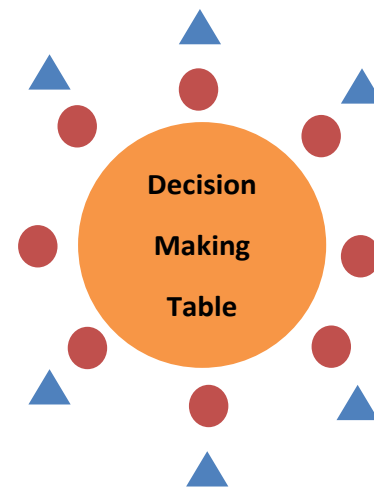
- Being out of our comfort zone
- Managing risk and accountability
- 'The way things are done'
- Managing expectations
- Budget constraints

# Opportunities...

Now



New space



# Opportunities...

- A partnership of equals
- Clear acknowledgement of challenges – what is our starting point?
- The power of conversations
- New forms of advocacy
- Genuine co-design and co-production
- Community resilience
- User-led services
- New spaces and vehicles

# Where conversations take place...







**Thank you**

*We want Southend-on-Sea to be the best place in this country to bring up a child and be a parent*