



Young London
Matters



GOVERNMENT OFFICE
FOR LONDON

Parent Support Advisers and the Children's Plan

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Making Every
London Child Count

The Children's plan

- Extends and refreshes thinking in the Every child Matters – change for children- but does not replace it
- Government does not bring up children- parents do-so government needs to do more to back parents and families
- Partnership with parents is a unifying theme in all settings
- Eg. £34 million over next 3 years to provide two expert parenting advisers in every local authority
- Capital funding for playgrounds and a national Play strategy by summer 2008
- Child health strategy by spring 2008



Opportunities for parents

The Government is promoting a range of support and opportunities for parents - delivered through LAs, and in partnership with the 3rd and Private sector as reflected in :

Every Parent Matters

Every Child Matters

Youth Matters

National Service Framework - Children, Young People and Maternity Services

Childcare Act 2006

5 year strategy for children and learners

Education and Inspection Bill

Respect Action Plan

New parents councils



Every Parent Matters

Published on 15th March “helping you to help your child”

Parents have the main responsibility for caring for children and are the main influence in their lives.

Being a parent is challenging and most parents say they want help at times

Government is supporting and enabling parents:

- To enable their children to fulfil their potential

- To become informed consumers, and shapers of services

- Making information and advice available to them

- Increasing support and assistance to them through children's centres, extended schools and childcare

- Taking action when necessary - child protection, development is impaired, or major issues of antisocial behaviour

- Through provision for play and family learning, choice advisers,



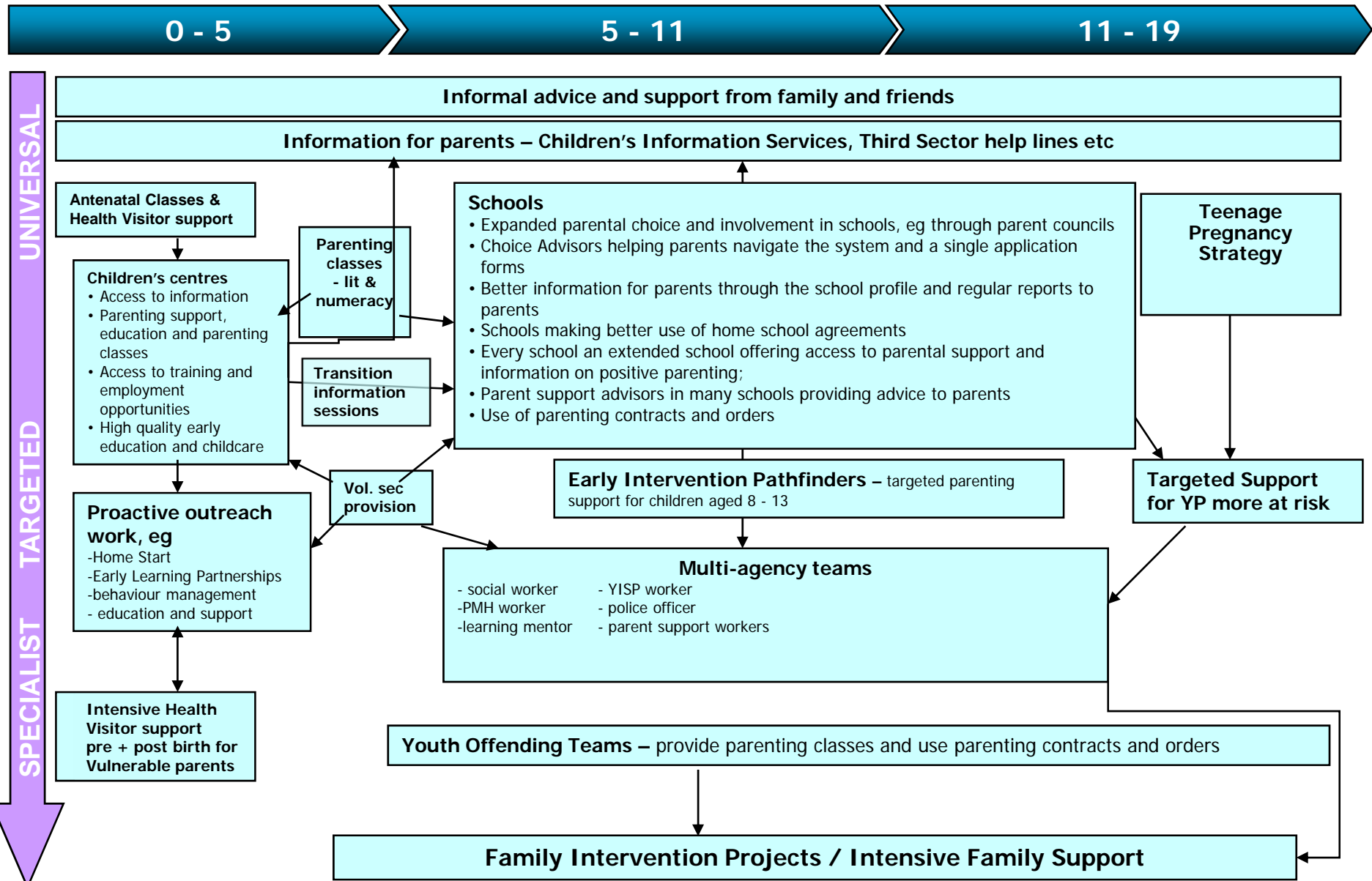
Context for delivery

Funding has been provided to assist local authorities in developing and implementing a strategic approach to parenting support, or to build upon strategic approaches already in place, in particular to:

- **Undertake an audit of local needs.** Establish whether there is an appropriate match between needs and services. This should include identifying 'hard to reach' and 'not yet reached' families;
- **Map out current parenting support provision** – ranging from early intervention and prevention services through to the use of targeted intervention and enforcement measures;
- **Develop and facilitate a cross authority parenting support strategy group;**
- **Consult parents – fathers as well as mothers;**
- **Ensure ownership of the strategy by relevant stakeholders;**
- **Draft and publish a strategy in March 2008**



Improving services for parent's carers and families – local delivery of the offer for parents



Parenting commissioners

- Champion parenting support across the LA
- Co-ordinate work on parenting support across agencies
- Commission parenting support services based on local needs, meeting the needs of all parents (incl. parents of teenagers, disabled children etc.)
- Consider how services can best be delivered, including through third sector and private organisations
- Consider how parenting support services inter-relate with other services aimed at improving outcomes for children and young people.



Respect Action Plan

Respect Family Intervention Project

- 50 projects offering a range of rehabilitation measures to families that are engaging in ASB.
- Focus on causes of anti-social behaviour e.g. drug and alcohol misuse, poor health, domestic violence, worklessness and debt....
- Intensive tailored action, whole family approach

Respect Action Areas – 40 areas

- Additional Support and resources to:
- Deliver Family Intervention Project
- Establish Parenting Programmes
- Run face-the-people sessions
- Commit to use all tools and powers against ASB
- Sign up to and implement the Respect Housing Standard



Parenting Offer

- Core offer Children's centres
 - Extended schools
 - Family learning
 - Parenting orders
 - Parenting contracts
 - Family learning
 - Information advice and guidance
- From early years to 19 and beyond



Targeted initiatives

Parenting Early Intervention Pathfinders contracts and parenting order linked to crime , respect .

National Academy for Parenting Practitioners : supporting the parenting agenda by

Training, development and support for staff working with parents
Acting as a national centre and source of advice

Family intervention programmes

Testing of parenting programmes

- The Incredible Years, Triple P, Strengthening Families, Strengthening Communities

Support needed for parents of teenagers and in particular for children and young people at risk such as Black boys and other underachieving groups



Planning context

- Up to 35 key indicators agreed through borough Children and Young People's plan and Local Area Agreements
- 198 National Indicators
- Coordinated and negotiated borough level support -Joint Improvement Support Plan
- Targeted inspection-Differentiated Annual Performance Assessment and Joint Annual Reviews





Support from Government Office

Single Commissioner Network

Support for roll-out of Children's Centres through Together for Children

Support for roll-out of Extended Services through TDA

Support for implementation of targeted and integrated youth support (GOL and TDA)

Support and challenge to LAs through Children's Services Advisors via the improvement cycle

Working closely with the VCS Engage Programme and with the Regional Children's Workforce Council

Close work with NAPP to ensure good communications



Not a blank slate

Toolkits

Parenting UK- parenting commissioners toolkit

Continyou – London Parenting toolkit

Continyou Swift and Easy referral toolkit

Useful Links

Parenting Support Strategy Grant

www.dfes.gov.uk/localauthorities/_documents/content/F8A26A00.pdf

Parenting Support Guidance October 2006

www.everychildmatters.gov.uk/resources-and-practice/IG00169/

Joint Planning and Commissioning Framework

www.everychildmatters.gov.uk/strategy/planningandcommissioning

Commissioner's Toolkit

www.toolkit.parentinguk.org

