

**Better Start Bradford Partnership Board Minutes
Thursday 19 July 2018
Mayfield Centre**

Meeting Started: 17.30

Meeting Ended: 19.00

Present:

Vipin Joshi	Community Board member (Chair)
Julia Elliot	Interim Head of Children's Services, BDCFT
Sarah Hinton	Board Member, Bradford Trident
Kev Taylor	Inspector, West Yorkshire Police
Peter Horner	Voluntary Sector Representative, Bradford District Assembly
Talat Sajawal	Ward Councillor, CBMDC
Christy Bischoff	Community Board member
Susan Moreau	Early Years Manager, CBMDC (in place of Michael Jameson)
Ludmila Novosjolova	Community Board member
Satnam Singh	Community Board member
Shaheen Khan	Community Board member
Yaqoob Ayooob	Community Board member
Zuhair Bashar	Community Board member

In Attendance

Jo Howes	Integration and Change Manager, Better Start Bradford (in place of Michaela Howell)
Michelle Thompson	Communications and Engagement Manager, Better Start Bradford
Guy Dove	Programme Administrator, Better Start Bradford

Apologies for Absence:

Michaela Howell	Michael Jameson	Sarah Muckle	Rosie McEachan
Shirley Brierley	Gill Hart	Gill Thornton	Amanda Braithwaite
Gwen Balson	Ruth Hayward		

1. Welcome, Introductions and Apologies

Vipin welcomed everyone to the meeting and noted the apologies.

Everyone introduced themselves to each other.

2. Minutes of the Previous Meeting – 21 June 2018

The minutes were accepted as a true and accurate record.

The suggested amendments to the 17 May 2018 minutes were approved.

3. Matters Arising actions table

Jo noted that the outstanding actions in the table are in development and there was nothing to report at this meeting.

Unfortunately, however, the Innovation Fund workshop scheduled for this morning had to be cancelled at very short notice due to staff sickness. We will be rescheduling the workshop as soon as we can.

4. Declarations of Interest

There were no new declarations of interest.

5. 'Getting to know you' session – Shaheen Khan

Shaheen agreed to be recorded for this session.

Shaheen said she was born in Bradford and her parents came from a fairly conservative region of Pakistan. She has three brothers and no sisters and they grew up in Great Horton. Shaheen's father died when she was nine and she has good memories of library visits with him on Saturdays. Shaheen now had a single mum who could speak no English and all the community helped the family: 'it takes a whole village to raise a child.' Shaheen attended Bierley First School and then Grange Upper. She started working at age 16 and one of her brothers works in the postal service, one in the probation service and another is a property developer. Every Sunday the family meets up with all the nieces and nephews. Shaheen met her husband when she was 18 and married at 20 and they have been married for 25 years. Her husband works at Morrison's and they have three children; the elder son works in pharmaceuticals, the younger son has just graduated in computer forensic science and her daughter has just finished her GCSE's.

Shaheen has done various jobs including being a seamstress, door to door catalogue sales and being a volunteer at Killinghall Primary School for special needs children. She soon became a paid employee at Killinghall and has done various roles there and is now a parent educator. Shaheen did an Open University degree and has been an advocate and mentor for BD3 families for 15 years. It was a difficult journey, getting parents educated in school, but now 50 to 60 parents attend sessions every week including Family Links, HENRY and recently Pre-Schoolers in the Playground. Shaheen also organises holiday clubs and day trips for the school and this year the school has taken 380 people to the beach.

Shaheen likes to keep fit and is doing the Race for Life on Saturday and there is another fundraising event at Mt Snowdon. She wants to raise inspiration and education and give something back. Finally Shaheen shared some photos and a video of her grandson.

The Partnership Board thanked Shaheen for her presentation.

6. Key Messages/External Promotion

Michelle noted that last year it had been agreed to have a Key Messages campaign and we started this in January 2018 with a new key message every month. These give us a focus every month and an opportunity to raise awareness and promote our projects.

Michelle ran through the monthly key messages to date including 'You are your Child's Best Toy' which is on its third reprint due to demand from partners and is an example of messaging that can be used all year round. May's message was on oral health and is an example of us using other professional organisations' expertise and messaging (e.g. the NHS) in our campaigns. To reinforce the messaging, we gave out 350 toothbrushing kits for under fours at Stay and Play groups and others. In June we teamed up with Little Minds Matter for Infant Mental Health Awareness Week. In July we promoted the Power of Books and Better Start Imagine with story telling sessions at three venues during the Bradford Literature Festival.

Michelle mentioned the key messages and events planned for the rest of the year including the National Play Day on 1 August at Parkside Park with the Big Swing, Better Place, Barnardo's and other partners. In November there is Baby Week which will be full of events, workshops and activities.

Shaheen asked how we obtain feedback and Michelle said the team ask parents attending and partners involved in our events for feedback. Any marketing materials are designed in advance and prototypes are consulted upon. Peter asked how we can measure that the key messages make any difference and Michelle said Zakra could provide information about volunteer recruitment but we could monitor increased social media use and some of our new volunteer community champions saw what we are doing.

Michelle confirmed, in response to a query from Talat, that our key messages are only in English. Michelle said she believed that translation of materials had been brought up in previous Partnership Board meetings and the issue was also raised in the community champions' training and a decision would have to be made about which languages to use. Michelle observed that we know that some people can speak Urdu but cannot read it. Jo noted that some Better Start Bradford staff can speak South Asian languages and they attend our events. Talat queried the decision not to translate our materials. Vipin noted the BSB website has a translation facility (although not everyone has access to the internet) and we would have to consider what is affordable. Jo confirmed we had done consultation and found our service users would rather bring a friend or family member to our events to translate for them rather than using an external interpreter.

Michelle introduced the A Better Start national campaign and that the communications agency 23red has been appointed to develop it. Vipin mentioned that all five sites had contributed (£100,000 per site) and were taking part and would contribute to the evaluation.

The draft campaign is called 'Big Little Moments' and all ABS sites are providing regular feedback as it evolves. A researcher visited Bradford to interview a range of local parents/carers on Monday and Tuesday and we do not have any feedback from this yet. The planned launch date of the national campaign is 21 January 2019, and we are waiting for the draft communications plan and designs for marketing materials.

Shaheen said she wanted buses and billboards to be used for the campaign and Jo said the feeling is that this is unlikely to happen. Michelle said all marketing materials will have the BSB logo on them and we would have to pay extra to use billboards. Jo suggested we should

wait until we see 23red's communications plan before committing to anything additional. Peter suggested we aim to influence 23red now with their campaign design and it could be framed as an offer to help them and is also a chance to raise our concerns, noting we are contributing £100,000, and saying we favour using billboards. Michelle remarked we have not yet seen the media plan and communications plan and Jo said we will feedback on it.

Susan raised the evaluation and asked what the objective is. Jo said Ecorys will do the evaluation and will be looking for behaviour changes but we have not seen the evaluation plan yet. Talat asked if the 23red campaign would run alongside our existing key messages campaign and Michelle said we need to look at what is planned with the 23red campaign before we make a decision. Satnam said for a £100,000 contribution he would want to know what we are getting and that what works in London might not work here and Sarah said that posters do not work here. Michelle said 23red have been briefed by all sites about the local communities and have had made site visits to all five locations. Vipin asked that we put our concerns to 23red in advance with an offer to help their plan and this would be better than reacting. Peter observed that it is two months until the next Partnership Board and suggested that we delegate this matter to Vipin.

Action: BSB to offer to input into the 23red comms campaign now, with Vipin delegated to make decisions until the next Partnership Board. The communications plan is to be shared with the Partnership Board.

Michelle then invited the Partnership Board to get into groups of four for ten minutes to discuss how to best promote the September 2018 Healthy Eating Key Message. After the group discussions, she collected the suggestions. These included promoting home-cooked foods, using GP surgeries, community groups, community languages, partnership work, designing a starter pack and using market stalls, supermarkets and shops. Yaqoob observed that even takeaway food can be cooked in a healthier way. There should be face-to-face interaction and not too much leafleting and it was noted there is a district wide approach to encourage nurseries and schools to promote healthy eating. We should use the new community champions and signpost to projects such as HENRY and HAPPY. Jo confirmed we will provide links to the information and follow advice from First Steps Nutrition and Public Health England.

7. Programme Monthly Report

Jo confirmed we have had lots of interest in the vacant Programme Co-ordinator post.

Susan queried the objective about evaluation plans on page 1 with it being RAG-rated 'Green' even though two projects are outstanding. Jo confirmed the rating would change to 'Amber' if evaluation plans are not agreed by September for the two projects.

Talat raised evaluation on shifting trends and Jo confirmed that all our projects are being monitored with review meetings every three months or six months depending on the project. All projects have an implementation evaluation which covers things like recruitment and reach into different ethnic groups, but these are not reported on at every Partnership Board meeting. Peter said he understood all projects would have an implementation evaluation at this stage but that not all would proceed to a full effectiveness evaluation but they would report on trends.

Susan asked if we can be sure all eligible families know about BSB. Jo said we had the recent NatCen survey which said 31 per cent of eligible families have taken part in one of our activities

and 39 per cent had an awareness of BSB. She offered to send NatCen's report around to the Partnership Board and we have made an action plan following NatCen's recent workshop. There is research showing it takes three years for a new brand to get going and Peter said it is unrealistic to have a target of 100 per cent of eligible families.

Julia raised GDPR requirements under the 'Emerging Issues' part of the report and said her team might be able to help. Jo thanked Julia for the offer and confirmed we would use the new 'Connect with Us' cards to try to increase our mailing list. Peter said health visitors could be seen as having a legitimate interest to go on the mailing list under the GDPR regulations.

Julia also suggested having joined-up communications with Every Baby Matters and other organisations and having joined-up campaigns and resources with a one-team approach instead of silos. Jo confirmed we have been in touch with EBM.

8. Any other business

Vipin asked if everyone had felt they had an opportunity to contribute to this meeting and all agreed that they had. He thanked everyone for attending the meeting.

9. Date of next meeting

The next meeting is on Thursday 13 September 2018 at The Vine Centre, Parsonage Road, BD4 8PL, starting at 9.30 am.

The meeting closed at 7.00 pm.