



DRAFT DELIVERY PLAN 2020

The Tayside Strategy for Parents is a commitment from the partner organisations in Tayside that deliver services for children, young people and families to work collaboratively with parents to improve the information, services, community developments and policies that support families to have positive life outcomes. It has a positive outlook and aims to achieve a vision that **‘Everyone who has or will have a parenting role is able to secure positive futures for themselves and their families’**.

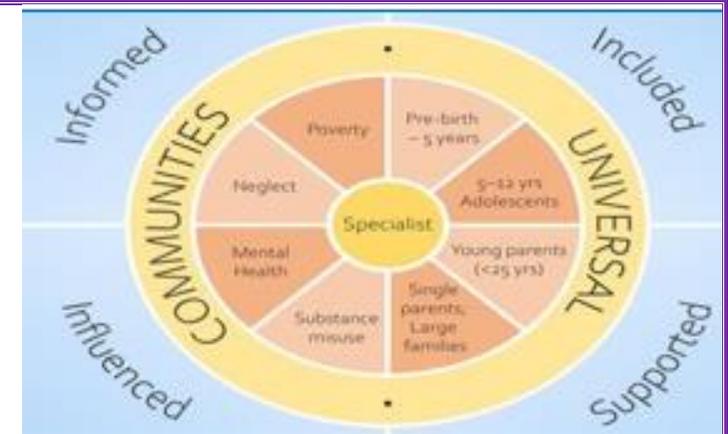
The strategy has identified four improvement priorities which parents identified as important in supporting them through the different stages of their child’s development:

- Parents have access to good quality information that supports them make informed choices, plan for and meet their family’s needs.
- Communities are inclusive, understand children’s needs and support families to thrive.
- Families have access to effective services that are delivered by a skilled and confident workforce that value the role of parents.
- Policies that effect family life are supportive and deliver positive outcomes.

The draft Delivery Plan identifies developments required to achieve these priority improvements. While the plan sets a direction of travel, the journey is expected to evolve to reflect new and emerging parental needs and development opportunities over the coming years.

Throughout the lifetime of the Delivery Plan parents will have opportunities to actively co-create actions to deliver improvement. To help facilitate this conversation and reinforce the principle of equal partnership we have reflected the key actions in our draft Offer. At this stage, this is reflected as ‘We offer’ (public services) and ‘We ask that you’ (parents) statements; it is hoped to transform the latter to be ‘You offer’ (parents) following consultation with a wide group of parents.

Progress monitoring will be through the Tayside Plan for Children, Young People and Families Health and Wellbeing Group, primarily through quarterly progress reports. Progress will also be reported through the relevant partnership groups in each of the three areas of Tayside and an annual report on progress will be provided to the Tayside Directors Group. The annual reports will be available to the public through the TRIC webpages www.taycollab.org.uk



The Tayside Strategy for Parents aims to improve information and support so that **ALL** parents are as equipped as possible to support their child or young person to grow up as happy, healthy, attaining and achieving as possible. However, for some parents who experience challenges themselves, such as poverty, poor mental health or substance misuse, or because of their child’s needs, such as additional support needs or emotional wellbeing or mental health concerns, targeted support maybe required. The delivery plan identifies where improvement actions will target specific groups.

P	SP	S	N	M	YP	5-A	0-4
Poverty	Single Parents	Substance Misuse	Neglect	Mental Health	Young Parents <25yrs	5yrs - adolescents	Birth - 4 years

Priority 1	Parents have access to good quality information that supports them make informed choices, plan for and meet their family's needs		
How we will deliver this improvement priority	a) Good quality, accessible information is available to support families to understand child development and how they can help children and young people to develop healthily. b) Parents have access to information that they trust, are relevant to their needs and help them make informed decisions.		
OFFER	We offer to listen	We ask that you tell us what the important information you need is	
	We offer to further develop and make accessible the information most important to you	We ask that you use this information to support your family and encourage your peers to do likewise	
What we want to achieve	What we will do?	Target	How we know we are making a difference
Parents have access to a central online resource which delivers up to date and timely information to support their child or family.	Investigate the viability of standardising the collection of information on projects, services and resources available across Tayside to support parents throughout their parenting journey.	5-A 0-4	Processes are in place to collect and disseminate information that is up to date and accessible using new technology. Contracts/SLA with 3 rd sector organisations includes agreement to share standardised accurate information about projects, services or resources.
	Improve access to information on support for young parents.	YP	An increased number of organisations websites will have dedicated page(s) for young parents and improved general information that supports social and health needs of young parents. Young Parents have increased knowledge about local services and are confident using them.
Identify and spread good practice in parental information and communication approaches in schools.	Through development of Parental Involvement and Engagement activities in schools we will improve availability of good quality, timely and relevant sharing of information; particularly focussing on improvements for parents of children 7/8 years and above.	5-A	Parents report increased satisfaction with the information received from schools, particularly those with secondary school children. School websites include information and links to wider issues relevant to parents.
Increased awareness and accessibility of national information services	Develop a local advertising campaign to promote national services i.e. Family Information Service (FIS), PING, Ready Steady Baby and Parent Club.	YP 0-4 5-A	Profile on national services raised and more Tayside parents accessing the resources.
Children, young people and families services workforce will have increased awareness of how to ensure communication is user friendly and that information is accessible.	Use evidence from Health Literacy work, to review and improve inclusivity of information materials and provide opportunities to share learning to influence locally developed materials.	5-A 0-4	Shared standards are in place to ensure information materials are inclusive.

Priority 2	Communities are inclusive, understand children's needs and support thriving families.		
How we will deliver this priority:	a) Parents, children and young people are valued members of society with a voice that informs decisions about them. b) Communities recognise and support parents, children and young people to develop healthily.		
OFFER	We Offer to increase awareness of opportunities for parents to be engaged and involved in school systems.		We ask that you to be more involved in the life of the school.
	We Offer to increase opportunities for families to learn and play together in their community.		We ask that you support and engage in activities in your community.
What we want to achieve	What we will do?	Target	How we know we are making a difference
Increase parental engagement, involvement and family learning in schools.	Review the Tayside findings of the Parental Involvement and Engagement National Census and identify areas for improvement.	5-A 0-4	Increase in % of parents reporting high levels of satisfaction with their involvement and engagement in school, and the family learning opportunities available to them.
Improved accessibility of local services for parents and families.	Identify opportunities to develop community hubs for partnership working and delivering services locally, utilising and extending the use of existing resources to bring services into communities.	5-A 0-4	Existing services demonstrate mechanisms that offer parents better access to services within their local communities, including use of digital solutions. Facilities increase access and availability for family and community use.
	Use local data to understand local population and ensure the provision of local services are relevant to the needs of young parents.	YP	Improved understanding of the needs of Young Parents informs service delivery creating more inclusive provision that young parents are more confident using.
Develop a culture of informal family support across Tayside	Promote examples of good practice in building an inclusive community, including volunteering/ time banks /skills swaps; business support for volunteering in family orientated activities; intergenerational work.	P SP	Examples of good practice are shared at collaborative meetings; promoted via services information hubs, websites, training and events.
	Promote more opportunities for families to participate in recreational activities involving children and parents together.	5-A	Recreational projects understand the benefits of families playing and interacting with each other and encourage appropriate parental participation to support improved family relationships.

Priority 3	Families have access to effective services that are delivered by a skilled and confident workforce that value the role of parents		
How we will deliver this priority:	a) Staff have a shared values base and commitment to agreed outcomes b) Good communication and partnership working across services and boundaries c) Data and information are used to make informed decisions about what services and programmes are delivered to meet parents' needs. d) Staff feel valued and able to make decisions confidently knowing they have the support of their senior managers. e) Support is delivered at an appropriate level to meet the needs of families.		
Offer	We Offer to establish equitable access and consistency in family services across Tayside		We ask that you provide feedback on the services you have engaged with.
	We Offer to support you in your parenting role as an equal partner, valuing your skills and knowledge		We ask that you work with us as an equal partner appreciating our skills and knowledge
What we want to achieve	What we will do?	Target	How we know we are making a difference
Build professional networks by developing a programme of shared training to promote a greater understanding and awareness of a range of issues that affect parenting.	Review Education Scotland survey results identifying existing skill sets and consider local and national options to address gaps.		A Comprehensive programme of training is established using existing expertise across a range of issues that affect parenting.
	Establish an ongoing training programme that develops a culture of joint training for those working with parents across a range of issues i.e. mental health, trauma informed, young parents, substance misuse & Solihull Approach.	    	Evaluations evidence greater awareness and understanding of effects on individuals, parents and families. Training has contributed to interagency delivery. Multi-agency attendance and evaluations highlight the value and additional learning achieved through joint training.
Improve partnership and collaborative working across services.	Improve collaboration and service provider's awareness of local and national resources.		Effective collaborative links developed between statutory and third sector.
	Develop learning from existing 'whole family' approaches to assessments and service delivery.	  	Systems/Approaches are adopted within services that reflect the needs of the whole family and supported by multi –agency engagement.
	Investigate the benefits and opportunities for employees working flexibly across organisational boundaries, i.e. hot desking.		A business case identifies and evidences the benefits of flexible working across boundaries; and supports organisational change.

Create consistency and equity of family learning programmes and services for parents across Tayside.	Understand current and potential service commitments; create a commissioning plan that supports a single Tayside approach for family learning programmes across Tayside, with a synergy across services that reflects agreed learning outcomes.	  	Decision makers have a clear picture of current investment and future funding requirements. A shared understanding of learning outcomes of family learning services.
	Develop a Tayside system for monitoring, evaluating and evidencing impact of family learning programmes.	   	Standardised information is collated and supports service planning across Tayside.

Priority 4	Policies that affect family life are supportive and deliver positive outcomes		
How we will deliver this priority:	a) Guidance is available to ensure decision makers understand the challenges parents experience and how policies can affect family life. b) Good quality information and robust research base to inform policy and service planning.		
OFFER	We offer to create opportunities for you to be involved in decision making on things that affect you and your family.		We ask that you take part and share your views and experiences to help inform decisions.
What we want to achieve	What we will do?	Target	How we know we are making a difference
Ensure the views obtained from parents are reflected and inform national and local policy.	Establish mechanisms that enable the views of people with parenting roles to be regularly and accurately gathered to inform the development and implementation of policy, strategy and service design. This should include opportunities to engage through parent forums and use of IT platforms, increasing accessibility of those who would not usually participate.	  	Processes for engagement are established that are based on community engagement principles, are accessible and enabling, resulting in broader parental representation. Tayside parents' views and experiential knowledge are accessible through a research data base and the views and needs of Tayside parents are evidenced in local and national policy, strategy and plans that impact on families.
	Seek to influence the accessibility and flexibility of policies that support family friendly approaches by employers, in education and training establishments, and that promote health and wellbeing and inclusion i.e. child care, workplace policies, access to health care.		

Develop good quality information and a robust evidence base to inform policy and service planning, including in areas not directly related to parents and children.	Co-ordinate a hub for sharing new, innovative and exemplar practice of services that support parents and examples of approaches that demonstrate good practice in parental engagement.	  	<p>An information hub is created which facilitates easier access to new and innovative practice across Tayside.</p> <p>Local policy will demonstrate increased positive impact on parents and families.</p>
	Create a guide map of relevant policies to be held centrally i.e. TRIC website.		<p>Links between existing strategies can be demonstrated and inform service planning to deliver on shared priorities.</p>