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**To: Coventry Health and Wellbeing Board**

**Date: 9<sup>th</sup> April 2018**

**From: Sue Frossell, Consultant in Public Health, Coventry City Council**

**Title: Coventry Parenting Strategy 2018 – 2023**

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## **1 Purpose**

The purpose of this paper is to present the Coventry Parenting Strategy to the Health and Wellbeing Board and update members on progress made to strengthen parenting provision in the city. The aim is to provide an opportunity to offer contributions and suggestions to strengthen the parenting offer in Coventry.

## **2 Recommendations**

The Health and Wellbeing Board are asked to:

1. Support the Parenting Strategy recommendations.
2. Contribute any comments or suggestions for further work to strengthen parenting provision in the city across partners.
3. Provide suggestions for the development and delivery of the implementation plan.

## **3 Information/Background**

- 3.1** There is clear evidence that supporting parents and carers to develop effective parenting skills is an important part of maximising their children's potential. The future for our young people is not as good as others across the West Midlands and the country as a whole, particularly for our more deprived children. As a Marmot city, those delivering support to families in Coventry are committed to tackling health inequalities, where increasing deprivation is associated with poorer health.

## **4 Coventry Parenting Strategy**

- 4.1** Coventry's vision for parenting is to have "More Coventry Children and Young People grow up within supportive families and communities". In order to deliver action to achieve this vision, a multiagency steering group has been established to develop a new Parenting Strategy for Coventry. In developing a Parenting Strategy, there will be a Coventry-wide approach to supporting parenting, where everyone working within this area including voluntary organisations, non statutory and statutory agencies understand, where their support fits into the overall parenting support system.

## **4.2 Consultation process to develop the Coventry Parenting Strategy**

Through the Coventry Parenting Steering Group, a review of the current parenting provision in the city was completed. 21 agencies responded, highlighting 55 different parenting projects in the city. The current parenting support has shown that Coventry has a large number of evidence based parenting programmes and services on offer. There are also a number of locally grown programmes which help meet the diverse needs of the city. A consultation with parents confirmed that access to parenting support needs to be strengthened (e.g. support when their child is being bullied) and further awareness raising is required around the parenting provision.

**4.3** A consultation with young people raised the important role parents have in helping them feel safe, being cared for and listening to them. In terms of building parenting capacity, young people highlighted the central role professionals play in breaking down the stigma associated with parenting support; they also felt strongly about the need for parenting support groups.

**4.4** Areas for improvements and key recommendations have been identified, bringing together the views of parents and stakeholders and the evidence. The approach taken is to strengthen these services within existing resources.

## **5 Parenting Strategy Key Recommendations:**

- Strengthen availability and accessibility of general information and advice to parents
- Harness technology and the developing digital systems across agencies to strengthen the parenting offer
- Ensure there is a systematic approach to ensuring the quality and effectiveness of the parenting offer across the whole system
- Ensure that this system-wide parenting offer is delivered in a way which progressively provides more support across the social gradient and level of need
- Ensure there is a clear focus on early help and prevention
- Improve cohesiveness of parenting support across Coventry
- Build parenting capacity in specific areas where gaps have been identified

## **6. Next steps**

Multi-agency task and finish groups have been set up to take forward the first four recommendations, with the remaining recommendations acting as cross-cutting themes.

Following on from the emerging actions identified in the strategy, a detailed delivery plan for each of the work streams will be developed through the multi-agency Task and Finish groups.

Parenting will also be strengthened in the future through the Family Hubs: the new Family Health and Lifestyles service has an increased focus on the delivery of parenting support, especially through the Health Visitors in the early years and the monitoring of this contract will provide

levers to ensure parenting capacity is strengthened; there is an opportunity to strengthen our parenting offer through the training and development of Family Hub Workers.

By bringing parents and partners together in developing this strategy, we have achieved a comprehensive vision and approach to improve outcomes for children and families through strengthening parenting across the city. Partners are committed and ready to take the next steps towards achieving our vision.

## **7. Governance**

The Parenting Strategy will be owned and monitored by the multi-agency Coventry Parenting Steering Group. The Steering Group, which reports to the Children and Young Peoples Partnership Board includes representatives from parents, statutory and non-statutory organisations including the voluntary sector. The strategy will be driven by the multiagency task and finish sub-groups.

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## **Appendices**

**Appendix 1** Coventry Parenting Strategy 2018-2023

**Appendix 2** Coventry Parenting Strategy 2018 – 2023 (summary for parents and carers)

**Appendix 3** Coventry Parenting Strategy consultation documents (Hyperlinks from the strategy)