



Pinpoint Cambridgeshire

Strategic Plan 2017-2022

Completed: July 2017
Next update: October 2019

Chair's introduction

Pinpoint has come a long way since it was set up in 2008 'for parents, by parents' of children with additional needs, and is now well established and well respected for being able to make a real difference to services and to outcomes by providing strong parent carer voices. With parents, we have been instrumental in improving a wide range of services from Child and Adolescent Mental Health services, to wheelchair services, to dyslexia guidance for schools and are currently facilitating the co-production of a new Special Educational Needs and Disabilities (SEND) Strategy and a home/school Transport Charter with parents and Cambridgeshire County Council.

The 2014 SEND Reforms provided a real opportunity for radical change and improvements. At the heart of the reforms is the imperative that services work together and work with parents as equal partners to achieve the best possible outcomes for children; as the Parent Carer Forum for Cambridgeshire, this is the core of what we do. We use every opportunity to embed a culture of 'co-production' – working together, so that Cambridgeshire County Council, health services, schools and others work together with parents, facilitated by Pinpoint, to commission and provide the best possible services for all children and young people with additional needs.

It is really encouraging to see from recent the OFSTED and CQC (the Care Quality Commission) joint inspection in March 2017 that good progress is being made here in Cambridgeshire in implementing the 2014 SEND Reforms; however, Pinpoint's parent survey for the inspection, with over 500 responses, highlighted some on-going key issues for parents, many around getting their children's needs assessed and in accessing services, hampered by poor communication. These are issues Pinpoint will continue to work on together with parents and services.

Everyone has worked hard to implement the SEND Reforms, and many families have found the EHCP (Education Health and Care Plan) process works very well for those with the most complex needs, but for those with less complex needs the picture is very variable. Times are tough; council and schools funding, and benefits for families, have been slashed; everyone is faced with hard choices but by working together we can make the best use of scarce resources. Everyone desperately wants to move away from parents feeling they have to fight for their child's rights to services and support, but this requires a massive culture change: parents need information, support and often training but so too do the staff who are working with them. Pinpoint's key role is to engage and empower parents to work effectively with services to achieve the best possible outcomes for their family and by sharing their experiences and ideas to influence the services and support for other families and the wider community.

At Pinpoint, we are passionate about engaging and empowering parents, embedding co-production, and ensuring strong parent voices can influence the shape of services so all children have the opportunity to achieve their full potential. Over the last year, we have reviewed all aspects of Pinpoint's work and set out in this Strategic Plan the ambitious developmental Goals for the next 5 years, reflecting our Vision, Mission and Values, in order to deliver the best possible outcomes for all children and young people with additional needs in Cambridgeshire.

Fay Dutton Chair of Trustees

1. Vision

Pinpoint envisages a world where parents in Cambridgeshire are empowered to support their children to thrive, whatever their needs and where Cambridgeshire County Council, schools, health services and others, work with parents as equal partners in commissioning and providing services for children and young people with additional needs.

2. Mission

Pinpoint empowers parents to be equal partners in the planning, provision, review and evaluation of services, both for their own children and family and for the community of children and young people with additional needs across the county and beyond.

Pinpoint engages parents to ensure a strong parent voice with true co-production of all services and support for families with children and young people aged 0-25 with additional needs.

Pinpoint works with other organisations, locally, regionally and nationally, to promote understanding of additional needs and to reduce stigma and discrimination of those with physical or learning disabilities, difficulties or differences, or psycho-social or mental health issues.

3. Values

Children, young people and families with additional needs are at the heart of all that we do.

We want to shift the ethos of support from 'What's the Matter with you?' to 'What Matters to You?'

We aim to empower families to work with commissioners and service providers to co-produce improvements in services and support for themselves and others.

We take a positive, 'can-do' approach to problems and expect high aspirations to be the norm for children and young people with additional needs, with a focus on what they can do - their abilities and not just what they can't do – their 'disabilities'.

We treat everyone with respect; we listen to their views and are not judgemental.

4. Goals 2017-2022

Current work

Over the last year, the trustees and CEO have reviewed all aspects of Pinpoint's work, covering activities, contracts, grants and finances; this has included analysing Strengths, Weaknesses, Opportunities and Threats, undertaking a Risk Assessment, reviewing our stakeholders and 'markets' and evaluating services and support.

With a small, dedicated and hard-working team of six part-time staff and a Trustee Board of seven, as well as parent-carer volunteers, Pinpoint facilitates strong parent carer voices which has resulted in numerous improvements to services over the years as can be seen in the Annual Reports on the Pinpoint website. Work carried out for Cambridgeshire County Council, the Department for Education and other funders strengthens and expands our parent engagement and empowerment, to enable parents to be equal partners in services and support for their own families and the wider community.

Recent achievements include:

- As part of the mental health service transformation, the NHS funded Pinpoint jointly with Family Voice Peterborough to run support groups and training for parents of children with ADHD or Autism, undiagnosed or diagnosed, which proved very successful and were much appreciated by families;
- Working with colleagues at the council to co-produce Dyslexia Guidance for Schools;
- Successfully opposing proposed cuts to the Short Breaks budget;
- Raising issues for parents over major changes to home-school transport, which has resulted in Pinpoint facilitating on-going work on the co-production of a home-school Transport Charter with parents and Cambridgeshire County Council.

Pinpoint will continue to provide high quality services to fulfil its contracts and grants, through information, involvement, support and training for parents and carers, parent groups, service providers and commissioners, providing strong parent carer voices and further embedding the co-production process across all services and support.

As the Parent Carer Forum for Cambridgeshire, Pinpoint participates in the National and Eastern Regional Networks of Parent Carer Forums.

Building on our successes, we have developed ambitious developmental goals requiring innovative solutions from the trustees, staff and volunteers, and which, given the current financial climate will include raising additional funds.

Developmental goals over the next five years

Goal 1 Extending our reach and engagement

It is estimated that there are at least 12,000 children known to have additional needs in Cambridgeshire (which reflects those receiving SEN support in schools or the Pupil Premium) and in January 2017, 3,429 students had Educational Health Care Plans (EHCPs). At present, Pinpoint records the growing number of contacts using different media, but not how many unique families this represents, nor the type and level of support they need. Pinpoint wants to expand to reach more families with additional needs, especially those who are seldom heard, such as those with English as a second language, Travellers or migrant families.

Pinpoint aims to grow our contact base 10 fold by 2022 after first establishing the numbers of families in contact with Pinpoint with, or needing, EHC Plans or SEN Support, or with other additional needs and then ensuring Pinpoint is in contact with:

- 50% of families with Educational Health Care plans by March 2018, equating to approximately 1,700 families;
- 50% of the SEN Support' families with autism, ADHD, dyslexia or other additional needs by March 2019 equating to some 6,000 families;

- a named Pinpoint parent contact in every school and educational setting in Cambridgeshire by 2022.

Goal 1 Action Plan

- Implementing a communication strategy from April 2017, which includes a strong social media presence and an action plan for engaging parents and carers;
- Developing strategic alliances with other organisations working with families with additional needs;
- Exploring beneficial partnerships through targeting different sectors of the community to target families with additional needs currently poorly represented;
- Staff and volunteers have the communication tools and resources to actively promote Pinpoint to more families;
- Options reviewed and action agreed for achieving a named Pinpoint parent contact in every school and educational setting in Cambridgeshire by 2022.

Goal 2 Creating Opportunities to Promote a Culture of Co-Production

Pinpoint will continue to facilitate and promote meetings, events and forums where parents work in equal partnership with service providers to assess, design/redesign, deliver and monitor the services their children, and others like them, receive. While at the strategic level, there are good working relationships and a commitment to co-production, this doesn't always filter down to managers and front-line staff, and parents can be disadvantaged if they are not given equal access to the information and support required to be able to make informed decisions.

By 2022, Pinpoint will have influenced how Cambridgeshire County Council, health services and schools provide services for children with additional needs such that:

- all EHC Plans are truly co-produced;
- every child can have their needs assessed and get the EHC Plan or SEN support to meet their needs; and
- Cambridgeshire moves from having one of the highest to one of the lowest percentage of tribunals in England.

Goal 2 Action Plan

- Develop existing focus groups and virtual groups to leverage raising the profile of co-production;
- Offer training for parents and service providers to promote involvement of parents as equal partners in discussions with service providers at all levels;
- Trustees, staff and volunteers to continue to promote co-production at every opportunity;
- Develop a training package for co-production and a Top Tips handout and raise awareness of the training with service providers and parents.

Goal 3 Influencing policy and practice within Cambridgeshire and beyond

As an active member of the Eastern Region Parent Carer Forum (PCF) and National Network of PCF, Pinpoint shares experiences with other PCF and works together with or through them and other organisations to influence local, regional and national policy to improve outcomes for all children and young people with additional needs and their families.

Pinpoint will continue to demonstrate impact through seeking formal feedback after contacts and events and through surveys, but will additionally seek to demonstrate impact locally, regionally and nationally through soliciting formal and informal feedback on Pinpoint's contribution at local and regional level at least once a year and nationally at least once in five years.

Goal 3 Action Plan

- Seek opportunities to influence policy and practice at regional and national level as well as locally, taking a more high profile role;
- Publicise successes and lessons learnt;
- Develop further performance monitoring indicators to measure Pinpoint activities and impact.

Goal 4 Ensuring financial sustainability

Pinpoint has improved the financial monitoring processes to enable the Trustees Board to have a clear view of the finances and regularly monitor income and expenditure for existing contracts, grants and other funds. Additional funds have been raised successfully for discrete projects such as up-dating the website. We are funded by Cambridgeshire County Council and the Department for Education to facilitate parent participation but also raise our own funds and receive additional funding from other sources to carry out specific work such as running parent support groups or redeveloping our website.

Within an ever-changing public service and financial landscape, trustees will:

- Agree annual financial commitments and prioritise them;
- Identify and secure fundraising opportunities to sustain existing activities and to achieve developmental goals;
- Diversify sources of income to supplement existing income.

Goal 4 Action Plan

- Complete annual operating budgets to reflect affordable staff costs and office premises, whilst maintaining contract commitments, organisational impact and high staff morale, and allowing for future developments;
- Develop and monitor appropriate and effective Communications and Fund-Raising strategies, raising Pinpoint's profile and engaging with local people and organisations and service providers to encourage and grow the bank of supporters, funders, donors, volunteers and potential future partners;
- Develop key messages and additional projects for existing and potential funders;
- Attract additional funding in 2017/8 of at least £10k from untied donations;
- Set a target for 2018/9 additional funding based on the success of the 2017/8 plan and opportunities which arise during the year.

Charity Registration Details:

Charity Name Pinpoint Cambridgeshire
Charity Number 1156920
Address 4 Meadow Park, Meadow Lane, St Ives, Cambs, PE27 4LG
Address from 4.8.17 IG 6/7, Town Hall, Market Hill, The Old Riverport, Saint Ives PE27 5A
Telephone 01480 499043
Website www.pinpoint-cambs.org.uk
Legal status: Charitable Incorporated Organisation (CIO), incorporated 6 May 2014.
HMRC Ref 120PF00810070

Charitable Object:

Upon registration as a CIO in 2014, Pinpoint adapted and adopted the model constitution from the Charity Commission. Pinpoint selected the following charitable object, changes to which must be agreed by a majority of members and be renegotiated with Charity Commission:

To relieve the need of children and young people in Cambridgeshire aged 0-25 years with additional needs, their parents, carers and families by providing support and services in particular but not exclusively by: a) providing a range of forums, training opportunities and advocacy services and b) providing information, advice and signposting to specialist services.

Trustee Board in June 2017

Chair: Fay Dutton
Vice Chair: Christine Stocker-Gibson
Secretary: Alison Griffiths
Treasurer: Steve Wilson
Members: Jane Crittenden; Bianca Cotterill; Linda Roberts