

# PINPOINT CAMBRIDGESHIRE





**FAY DUTTON**  
Chair



**RICHARD HOLLAND**  
Co-Chair

**pinpoint**  
for parents by parents

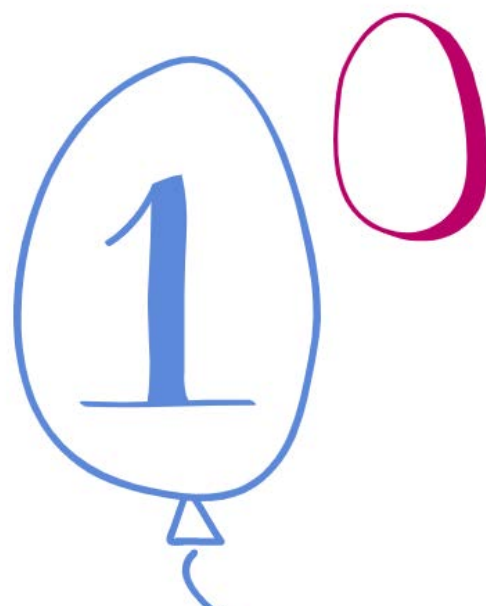
Our Trustee team has also changed with Richard Holland joining Fay as co-chair.

## Chair of Trustees' Report

"The past year has been quite a journey for Pinpoint. New projects are underway alongside making sure that what has worked well for Pinpoint keeps on going. We are working hard to be a good 'critical friend' to statutory organisations, the County Council and Clinical Commissioning Group, by always taking a balanced approach but willing to address issues when children and families are not getting the best deal. The staff team has worked brilliantly together, and we are building our pool of active volunteer parents. Two parents have recently become trustees which is brilliant as we know we always have to be putting new energy into the organisation."



Past and current staff, volunteers and Trustees gathered to celebrate ten years of Pinpoint.



## OUR CORE BUSINESS

We're the Department for Education (DfE) Parent Carer Forum for Cambridgeshire. We are a member of the Eastern Region Parent Carer Forum (ERPCF) and active members of the regional SEND Network. We attend the two-day national Parent Carer Forum Conference. As Cambridgeshire and Peterborough share their policies, resources and processes, it is important that we continue to work in partnership with colleagues at Family Voice, Peterborough's forum.

### Cambridgeshire County Council Parent Participation

We work with Cambridgeshire County Council on a daily basis facilitating co-production activities and participation. Whilst we have a contractual relationship, it does not prevent us from giving honest and open feedback about what's working and not working. This enables us to work in a proactive manner with professionals and elected members to seek improvements in services and policy to benefit our parent carers. Having an established constructive 'critical friend' relationship has been key to securing the significant achievements outlined in this report and the contract strengthens that relationship for the benefit of all parent/carers. It demonstrates the Cambridgeshire County Council's commitment to co-production when resource pressures are increasing. However, we need to ensure that as staff members change and time pressures mount, participation continues to be prioritised.

### We continue to deliver a range of Clinical Commissioning Group (CCG) work, including Attention Deficit Hyperactivity Disorder/ Autism Spectrum Disorder (ADHD/ASD) sessions

The ASD/ADHD groups continue to run each month across Cambridgeshire and Peterborough. Since GDPR, we are seeing new and noticeable changes between groups in terms of attendance. We are specifically required, under the contract, to see parents for several sessions with the expectation that they move on and we have new takers. Not all parents are ready to move on, so we work to help them in this transition. We will be doing some work to look at how we reach out to find new attendees on a regular basis.

## Our year in numbers

Facebook Weekly  
Reach

**4601**

**1738**

Twitter followers

Webpage  
views

**40,706**

**63**

volunteers

**1239**

Facebook  
page likes

**610**

Parent  
Engagements  
at Events

**90+**

**Participation  
Opportunities**

**55**

Parent carer  
events, workshops  
and groups run  
across the county

## HELLOS & GOODBYES

We've said goodbye to, from left: Kari Payne our Communications Officer, Sue Platt, our Finance Officer and Carole Darlow, our Administrator and Volunteer Co-Ordinator. We said goodbye to trustees Linda Green and Bianca Cotterill as they moved into their new roles as team members.



During the year we welcomed four new staff members to the Pinpoint team. Clockwise from top left: Esther Harris our Participation and Partnership Coordinator, Laura Potter our Communications Officer, Linda Green our Volunteer Manager, and Bianca Cotterill our Finance and Administration Officer.





## New Projects

We've been actively seeking additional funding to deliver projects that we know parent/carers want and need in addition to our core business. We have sought to deliver some specific additional projects that we identified as missing in the offer to parents.

### Pinpoint Champions

This will be a pilot programme in the Huntingdon and Godmanchester area funded by the Innovate and Cultivate Fund – a collaboration between the County Council and the Cambridge Community Foundation. We will be training and supporting a small cohort of parent carers who can be out and about in these communities signposting towards the right services early, as we know that early intervention from the right professionals makes all the difference. We had secured the funding this year and the project will begin in April.

### Pinpoint Families

We want to offer sessions that parent carers can attend whilst their children are looked after. This project has been funded by Morrisons and will be running in 2019/20.

### Pinpoint Information Sessions

We have been delighted to receive additional funding support from Tesco, Co-op and Waitrose in-store customer support token schemes. We've also had wonderful donations from individual fundraisers and it all helps us do more. This has enabled us to reach more parent carers this year.



We support good causes.  
You decide who gets what.



### Observations on the year

It's been a pivotal year for Pinpoint. We have celebrated our tenth birthday as Cambridgeshire's Parent Carer Forum. We've been reflecting on what has been achieved and what we will be focusing on for the year ahead.

#### **How, when and where parent carers engage is changing and we've been responding to these changes.**

We are seeing smaller numbers at face-to-face events but a huge growth in online activity. This change has been coming over a number of years but a review of the work we have been doing has shown we need to 'move with the times' and offer parents more flexibility with how and when they can get involved. Some activity is certainly better suited to face-to-face sessions and those who attend the sessions tell us they value the feeling of not being the only one experiencing challenges or having worries. As a result, we will be adapting our offer with focus groups, new topic-focussed information hubs and more regular drop ins alongside a renewed online offer.

#### **Changes in Cambridgeshire County Council**

There have been a number of changes amongst key staff at the at the County Council. Pinpoint was asked to participate in the interview processes for a number of these roles to ensure that potential candidates could demonstrate an understanding of the needs of parent/carers. Our inclusion sends a positive signal about working together and has also enabled us to establish the clear link with parent/carers right from the point at which staff take on new appointments.

## Developments in Sharing Information

### **We have focused on extending our social media reach.**

Our Facebook page is increasing in popularity, and we are routinely reaching 10,000 people a month through social media. This is a powerful tool for us to enable signposting services and provide feedback.

### **We have been growing our direct mail offer to reach more parent/carers.**

With the introduction of General Data Protection Regulation (GDPR), we reevaluated the data we held and renewed the membership to our newsletter service. As a result, our refreshed list of parents and professionals signed up for direct mail and monthly newsletters is much smaller. We've spent the year looking at ways to grow the number of subscribers as it's a key tool for reaching out and encouraging participation, as well as signposting services and information. We regularly post information and updates from all our partners, including ways in which parent/carers can participate in a supporting their children and shape services.

### **We've been revising our website to make it easier for you to find what you need.**

Our website continues to be very popular for parent/carers, so we have been reassessing what information we need to have on there. We will also continue to offer a range of ways to interact with us.

### **We've been ensuring that the Local Offer is relevant and easy to use.**

We have encouraged Cambridgeshire County Council to review the website platform to improve the ease of accessing information and make navigating the site better. We are supporting them with setting up focus groups and providing regular representatives to help review and develop the Local Offer. We also provided detailed feedback and representatives to take part in the Eastern Region Local Offer Peer Review.



# Increasing Participation, Engagement and Co-production

Parent participation is crucial to meeting the needs of our children and ensuring that services make a real difference to children and young adults' lives. We've reflected that we've never been busier in the opportunities we have made available this year

## Online Engagement Opportunities for Parents

We have been making use of online engagement, with more than ninety opportunities for parent/carers to participate in a number of local, regional and SEND co-production and participation opportunities online.

## Participation Events to Extend Engagement

We have led a number of focus groups, engagement sessions and drop-ins over the year, trialing themed hubs and bringing services and professionals together in one place as a way of enabling participation.

## Attendance at Parent/Carers Support Groups

Knowing that time is precious, we've been taking a new approach and coming out to parent/carers groups. Through this change, we've reached a wider community and had very positive feedback.

## Pinpoint Annual Conference

Parent/carers tell us they really value this opportunity and particularly appreciate the workshops on offer. We had 120 parent carers there, despite the snow, and more than 40 stands offering information, services and support for parent/carers. More than 40 professionals attended, with all services represented. One-to-one sessions were offered by Education, Health, Social Care, Service Commissioners.

## Partners in Commissioning Meetings

We've held three meetings with Cambridgeshire County Council and Clinical Commissioning Group commissioners over the year and have been pleased to welcome some of the most senior policy makers to join us alongside the service commissioners. We've had some honest and challenging conversations about issues, aspirations and practicalities which have led to some positive changes being made.

## Increasing Participation, Engagement and Co-production

### Influence on Strategy and Policy

We can have more impact on behalf of all parents carers through our relationship with those who can make wholesale change for families across Cambridgeshire at a strategic and policy level. Whilst legislation talks of a need to work with and engage parent carers, its works at its best where there is trust, mutual respect, openness and honesty. This doesn't mean that we avoid difficult discussions: indeed, we're talking about the issues weekly and seeing real change.

### Document Co-production

We've been co-producing the new Cambridgeshire County Council SEND Strategy, the Expects document and the SEND Action Plan. These crucial three documents that will underpin how the Local Authority works and what it prioritises over the next five years.

We've facilitated workshops and surveys, reviewed feedback and helped write the documentation. We've been at the table helping to ensure that the things you consider to be a high priority are captured and that actions are planned to make changes for the better.

### SEND identification and assessment

We have been working with the County Council to address the need for earlier SEND identification and assessment. We have also asked the Educational Psychology Team to help enable school staff to feel equipped to identify needs and provide specialist advice earlier. The team have responded by changing how they allocate time and looking to ensure that they are clear about the progress of all children and specifically reviewing how the graduated SEN Support phase is working, providing advice and support earlier to those who need it.

### Graduated Special Educational Needs Support and the SEN Support Toolkit

Cambridgeshire have a SEN Support Toolkit and resources, co-produced with parents, that support pupils whose needs can/should ordinarily be met through this additional in school support. We have been working to ensure parent carers know about this resource and are better able to ask about their child's circumstances as a result. We have also been working to link better assessment and improved programmes to meet needs through the Education, Health Care Assessment advice. This new document sets out the expectations of what would have been done in school during the SEN Support phase and will be helpful in ensuring practice is sound and parents are more confident.

## Increasing Participation, Engagement and Co-production

### **Keeping in Touch Meetings with Directors at the County Council**

We report issues brought to us by parent/carers through regular meetings with the Director of Schools and the Director of People and Communities. We have asked them to show more rigorous challenge to schools who cite strained budgets as a reason for not providing necessary support. We've asked that they reiterate the legal position, as well as the moral one.

### **Underfunding in Schools - impact on SEND**

We have highlighted parent/carers' views on how school funding is impacting on how SEND children are supporting and enabled to make good progress. We have been encouraging our parent/carers to make responses to the Department for Education's call for evidence. We have submitted feedback on behalf of all Cambridgeshire parent carers and we will continue to help make the case on behalf of Cambridgeshire parent carers.

### **Social Care Provision**

We have convened and facilitated focus groups to ensure parental voices are heard as the short breaks service and overnight stays re-tenders. We have been included in discussions about how the direct payments process might be more transparent in the future.

### **Early Medical Diagnosis Improvement**

We have asked to have the medical model better explained to parents and to have courses renamed. We have also asked the County Council to address this as part of the Autism Strategy Refresh.

### **The Autism Strategy**

We have been working to ensure that the Autism Strategy addresses the issues parent/carers have been identifying. We began work on a new Strategy in 2018, with parent engagement sessions, feedback and a day's conference. Work is ongoing to fully address the effectiveness of the strategy.

## Increasing Participation, Engagement and Co-production

### Education Health Care Assessment Requests

We have been working to ensure there is clarity and transparency around Education Health and Care assessment requests. We enabled parent/carers engagement and consultation on the proposed new guidance and have worked to ensure that as many of the positive changes were made, including the old Threshold Guidance being replaced with a new document. We have also ensured that there is a commitment from the County Council to keep the document under review.

### Education Health Care Plans Process

We have started to look at how the Education Health and Care Plans process can be improved. We have voiced parent/carers concern that approaches to reviews are inconsistent, drawn out and not always high quality or person-centered. Pinpoint have termly meetings with the Statutory Assessment and Resources Team to explore improvements. We're working alongside Health and Social Care colleagues to strengthen their input into plans and reviews. We have also led some co-produced work on the communication parents receive.

### Equality and Inclusion in Schools

We've been working to ensure that schools are clear about their legal and moral responsibilities relating to equality and inclusion. We asked the County Council to ensure all schools have appropriate information about their statutory responsibilities and to share best practice. They have also taken steps to ensure that all schools have a link adviser who can address issues if they arise.

### Waiting time for CAMH services

We asked for more to be done to address the waiting time for CAMH services and have been commissioned to do some work to help parents get the right information at the right time and support during waiting periods. We have noted an increase in parents identifying a need for support as more parents are reporting they have children who threaten suicide and self-harm, while they feel under-equipped to deal with their needs. We have asked the County Council to look at what more they could do through commissioned services. We proposed to the Clinical Commissioning Group that parents need information and support them in that waiting period and will be working to co-produce this.

## Increasing Participation, Engagement and Co-production

### **Mental Health Co-production with the Clinical Commissioning Group**

Parents have participated in the development of Mental Health Services Link and the Mental Health Working Group. Pinpoint supported the School Mental Health Conference, providing a panellist for the event.

### **Social and Emotional Mental Health future place planning**

A number of school leaders, local authority staff, elected members and Pinpoint, met for a day's workshop to explore the data on SEMH numbers and considered future place planning.

### **Recommission of After School / Out of Term-time School Provision for those with Profound and Multiple Learning Difficulties (PMLD).**

We have been part of enabling co-production for a service for after school/out of term time provision for those with PMLD who are post-18 in a school setting.

### **Participation for Preparing for Adulthood**

We have been supporting a new video project where young people record their experiencing about joining the world of employment. We run termly PfA groups and ensure parent representation at the PfA regional, steering and network events. We've ensured participation in regional PfA events; on the PfA Steering Group, Cambridge Additional Needs Employment Forum; the Connect2Work Forum; and Design Hack. We continue to organise topic-focused events on transitions at 16+, with a Supported Living and Housing options info Hub; Sexual Health and Relationships info sessions in conjunction with DHIVERSE; a Benefits Hub for DLA to PIP information in conjunction with Little Miracles, Ramsey; and the popular Transitions at 16+ information Hub.



## Increasing Participation, Engagement and Co-production

### Review of Post-16 Education, Employment and Training Provision

We have asked the County Council to address as a priority concerns about the difficulty of accessing post-16 education and courses that lead to employment and the very real issue of parents taking a lead on the sourcing of courses and making the necessary arrangements for their children to access these courses.

### Participation in the Development and Delivery of Health Services

Not all families know about the free learning disability health checks and we've used out Facebook Page and newsletters to promote the take up of this offer, enabling parent/carers to participate in the development and delivery of local health services. We contributed to early thinking about the SEND Dental Service Review.

### The Tribunals Process

We have been involved in co-production around the Tribunal process, and are about to work on co-production of a new Mediation Service commission with hope that this is an opportunity to see improvements made to the process overall.

### New Forum Reference Group

We have created a new group for parent/carers who do want to help the Pinpoint team in reviewing documents and giving honest feedback on behalf of all parent/carers.

### Balanced Feedback

To be an effective Forum it matters that we hear a full range of views so we can identify what's working as well as what's not working. We have added in new ways to engage with us, and re-framed some of our focus group work to try and engage with the widest group possible to include future virtual participation and family-friendly meeting times.

## Increasing Participation, Engagement and Co-production

### **The NHS Ten Year Plan**

We played an active part in voicing families thoughts on the Learning Disability and Autism section of the Ten-Year Plan and enabled participation in its co-production and consultation.

### **Training and Development of Professionals who Support Children with SEND**

We have briefed SENCo's on Pinpoint's work across Cambridgeshire and have agreed to attend SENCo Network meeting to give the parent/carer perspective. We've worked with regional providers, including the University of East Anglia, who asked for parent participation to develop their Educational Psychologist Training.

## What our parents say about our work and events

Really fantastic  
informative session,  
relaxed and  
informative.

Informative, understanding,  
solidarity, kind, friendly,  
listens, expert,  
coffee and biscuits!

Factual  
information and  
clear guidance

Very informative.  
Good handouts and  
good speaker.

Loved every  
minute of today's  
workshop.  
Definitely glad I  
came

Feeling a lot more  
confident  
about about what  
steps to take

Thanks...all useful info  
and good to get practical  
tips from other parents

The  
friendliness of  
the groups,  
very relaxed

Everything!  
Individualised  
session, informal,  
approachable,  
informative

Caring fun  
helpful listening  
resourceful  
understanding  
knowledgable  
supportive

## OUR FIGURES Financial Year 1/4/18-31/3/19

### Most of our money comes from these grants and contracts:

**Cambridgeshire County Council Parent Participation Contract** £71,500

To involve parents in shaping and improving education, social care and health services, including regular network meetings, representation on strategic boards and working groups, Preparing for Adulthood events and other topic-specific events.

**Department for Education Grant** £20,000

For working as Cambridgeshire's parent/carer forum to fund parent carer involvement. This enables us to pay parent volunteer expenses, contribute towards rent, insurance and IT costs, pay governance costs, pay for our annual conference.

**Other Grants and Payments for Services** £20,000

From health and other organisations to run activities such as our ADHD/ASD groups.

**Fundraising** £1,455

Money raised through our own efforts.

**Other Monies** £1,431

Donations, raffles and conference stall payments.

**TOTAL MONEY IN: £114,386**

### What we spent:

**Staff** £96,455

Pays for staff time to organise, promote and run activities, including pension costs.

**Office running costs** £10,650

Includes rent, insurance and supplies.

**Trustee travel/expenses and professional memberships** £1,896

**Activities** £6,443

Includes meetings, events and annual conference.

**Website development & IT** £5,253

Includes the development maintenance and software costs.

**TOTAL MONEY OUT: £120,697**

## Annual Report Forward Look

### Plans for 2019-2020

The year ahead will be one where we will be consolidating the foundations secured over 2018-19. To give you a sense of our plans here are some of the work we are planning to do.

#### Our goals

- 1** Extending our reach to help more parent carers more of the time
- 2** Creating opportunities to promote co-production
- 3** Influencing policy and practice in Cambridgeshire and beyond
- 4** Ensuring financial sustainability

#### **Extending our reach to help more parent carers over time**

We will be delivering some of the newly funded projects which were confirmed this year: Pinpoint Champions, Pinpoint Tii Hubs, Pinpoint Families and the Pinpoint Opportunities Area Programme. These will see us reaching out to many more families and piloting some new ways of working to understand how we might help more parent/carers over time. We are also looking at extending our online resources and using webinars to enable parent carers to access information at their own time and convenience. We will be developing a Volunteer Engagement Strategy to consider how we can work with our volunteers.

#### **Creating opportunities to promote co-production**

We are constantly looking for ways to encourage and support high quality co-production. We will be working closely with those who commission services to ensure parent carers are able to fully participate in co-producing service specifications and feeding back on service delivery. We will continue to hold termly meetings with Commissioners to ensure that we are maximizing all co-production opportunities

#### **Influencing policy and practice in Cambridgeshire and beyond**

We will continue to exploit every opportunity for parents to participate and influence policy and practice in Cambridgeshire. We will ensure Pinpoint has a seat on all strategic boards and the Forum participates fully in every opportunity where policy and practice are under review. We will be continuing to develop a 'hub' offer for our parent carers as well as looking to make more visits to other groups that our families already use, going to where families are.

#### **Ensuring our financial sustainability**

As part of securing our longevity as an organisation, we will be continuing our fundraising activity by: applying for grant funding and bidding for new projects; seeking funding to continue activity as funded projects come to an end; and seeking to increase donations to enable us to do more.



And in 2019-2020, we will continue to put parent/carers at the heart of Cambridgeshire



Pinpoint Conference  
5th March 2020

---

## 2018-19 ANNUAL REPORT



CAMBRIDGESHIRE'S PARENT CARER FORUM

[INFO@PINPOINT-CAMBS.ORG.UK](mailto:INFO@PINPOINT-CAMBS.ORG.UK)

01480 877333

---