

pinpoint

for parents by parents



At the heart of Cambridgeshire

SUPPORTING, INFORMING, INVOLVING AND
EMPOWERING CAMBRIDGESHIRE PARENT CARERS

RICHARD HOLLAND

Chair of Trustees' Report



Writing a foreword in July about the year that ended on 31 March feels odd when our collective experience of the last months has been so challenging.

The challenge is not over and for families with a child or young person with SEND there remains many questions that, as yet, lack answers. Our commitment is that we will listen intently to what families tell us and will be an ever present 'critical friend' with statutory services and others who support those children and young people.

Reflecting back on 2019-20, this has been a successful year for Pinpoint. Our staff team has come together strongly, enabling us to cover far more work than could be expected from the team size. Financially, we are in a good place. After several years of spending more than our budget and having an ever-smaller contingency pot, the budget is stable. We now have a contingency fund that enables us to meet the requirements of being a sound charity and can face the uncertainties ahead with a measure of optimism.

The experience of March this year as we prepared for lockdown will also stand us in good stead. We have significantly improved our web presence, learnt all about online meetings and Zoom. Losing face-to-face personal contact in March was extremely difficult. However, as we move slowly back to life as normal, the changes that have been successful in helping us reach out to more people can become part of how we do our work now and in the future.



HELLOS & GOODBYES

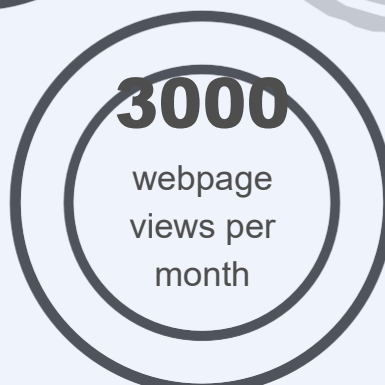


During the year we said goodbye to Jackie King, our Partnership and Participation Co-ordinator and trustee secretary Alison Griffiths and we welcomed new trustees Neville de Spretter, Margaret Sare and Miria Robinson.



Our year in numbers

Pinpoint has had another busy year working with parent carers on our participation work to help improve Cambridgeshire services for families with children and young people with SEND (Special Educational Needs and Disabilities).



OUR CORE BUSINESS



We are the DfE Parent Carer Forum for Cambridgeshire

As Cambridgeshire's Forum, we are also a member of the Eastern Region Parent Carer Forum (ERPCF) and active members of the regional SEND Network. We attended the two-day national Parent Carer Forum Conference in Chester and have taken part in training throughout the year. We represented forums at the Eastern Region's DfE/IPSEA legal training for SEND obligations.

We continue to work in partnership with colleagues in Peterborough, looking at how we can support each other. This is increasingly important as Cambridgeshire and Peterborough share their policies, resources and processes.

Local Authority Parent Participation

We work with the LA daily, providing support in 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. It 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. This 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 Local Authority's commitment to co-production when resource pressures are increasing.

We continue to deliver a range of workshops and training funded by Clinical Commissioning Group (CCG).

These include Attention Deficit and Hyperactivity Disorder (ADHD) / Autism Spectrum Disorder (ASD) groups, Expert Parent training and Challenging Behaviour workshops. The ASD/ADHD groups continue to run each month across Cambridgeshire and Peterborough. We've offered a wide and varied programme across the four locations around the county. Each month has seen a wide range of speakers offering advice and support on topics parents tell us they need. This year these have included sleep management, managing anxiety and helping with ADHD behaviours.

PROJECT UPDATES

In 2018-19 we actively sought additional funding, which led to several new projects.



Pinpoint Champions

We secured the money in 2017-18 and delivered it this year. We were commissioned to train and develop a cohort of 24 Pinpoint Champions who could signpost parent carers to support and services. As our Champions were all community-based, they were well-placed to do this on a day-to-day basis. They are making a great impact in their communities. The legacy of this programme is not only our cohort of trained Champions in Huntingdon and Godmanchester, but a tried and tested training programme we can use with future Champions in other locations. We are delighted to have secured funding to enable a Huntingdon continuation next year from the Huntingdon Freeman's Trust. We are now looking to offer a Champions programme in other locations, subject to funding.



Pinpoint Tii Hubs

We were keen to develop an informal session for parent carers to drop in for and to meet a team member or Champion over a cup of tea. Tii stands for Together we can end Isolation through Information. The groups have been running as part of our Opportunities Area work. We had additional funding from Huntingdonshire District Council's Community Chest, The Co-op and Curtis and Cook. We will be continuing sessions into 2020-21.



Pinpoint Opportunities Area

We were contracted to provide an 18-month programme of workshops and Tii Hubs across East Cambridgeshire and Fenland's Opportunity Area. We have held sessions in Ely/Littleport, Wisbech, Bottisham/Haddenham, Whittlesey March and Chatteris. Workshops have included a huge range of speakers covering everything from how to access services, how to manage behaviour at home and how to survive the holidays.

OBSERVATIONS ON THE YEAR

It's been a pivotal year for Pinpoint as we've moved from struggling financially to being more secure and better prepared to manage small financial fluctuations. We have finally realised some of our long-held project ambitions and made some of our long-planned changes with technology, although none of us imagined that a pandemic would be the trigger. Our world is constantly shifting and our challenge as a business is to remain adept at changing to meet those needs and seek every opportunity.

COVID-19 – Emergency Response

No one foresaw what was to come when we started the year, nor the challenges it would bring with it. Pinpoint has had its resilience tested and come out better than we might have hoped. Overnight we moved our staff to remote working and focused on getting in place the information, tools and support parent carers needed. We already had a business continuity plan and it proved to work well. Within days we had a strong online offer, signposting services and gathering information into a single resource. We worked alongside the Local Authority and NHS to help them get messages and co-produced advice and guidance. We moved all our face-to-face activity online in just four short weeks: Webinars, a refreshed YouTube on-demand video library and replaced Tii Hubs with virtual 'Hangouts'. We had been thinking about this for some time but what was achieved by our own parent carer staff team was remarkable.

Changes at Cambridgeshire County Council

The creation of a new joint Local Authority Assistant Director for Special Educational Needs and Disabilities post has given a new focus to SEND issues and activity. Pinpoint participated in the selection process alongside other senior leaders. The new AD, Toni Bailey, started in post in September and came, at our invitation, to meet with parents in October and November. He returned early in the new year to update parent carers on progress on the issues they raised. This has been most welcome.

The new SEND Boards (the Joint SEND Executive Board, The SEND Advisory Board and the SEND Partnership Board) that were set up at the end of the last year, have started to operate and we are pleased that we have a seat on each them to ensure that parent carers are being heard and to influence policy in response to the issues parent carers raise. We are also on the new Health and Wellbeing Board that comprises senior leaders and Chief Executives from Health, our hospitals, Education and Social Care.

Refocusing our Business Plan

An effective business plan must be a 'living' document and should help to enable us to stay true to our aims and achieve them. Our 2017-2020 Strategic Business Plan has four strategic goals: Extending our reach to help more parent carers; Creating opportunities to promote co-production; Influencing policy and practice in Cambridgeshire and beyond, and: Ensuring our financial sustainability. Our Plan was good but the world had shifted and so we have been reviewing it with a view to refreshing it to reflect our successes and to ensure we can meet future challenges. This is then translated to our day-to-day activities.

Extending our reach and engagement

We have focused on extending our social media reach

Our Facebook page continues to increase in popularity and our reach grows month on month. We are increasingly using this as a core part of our daily communications work, with the number of followers growing weekly. We extended our offer to include webinars and on demand video to enable 24/7 access to signposting and support for parent carers. In the short-term this has been available, we've seen a pleasing take up and feedback is resoundingly positive.

Our direct mail offer to reach more parent carers, more often

We are continuing to focus on increasing the number of parent carers who are signed up for our newsletter service. We use this to promote participation and to share relevant SEND updates to enable increased access to services and support.

We have updated our website to make it easier to navigate and book events

We know more and more people are using the internet and so we've been working on making it easier to use our website. The technical requirements for this work are challenging and we have been grateful to the volunteer support that has made this possible. A big change was offering an online booking service, and this is working well for parent carers. For us, its reduced administration time and streamlined our data handling.

We have been ensuring that the Local Offer is easy to use

The Local Authority are moving the Local Offer onto a new web platform that means searching for what you need will be easier. We been working with them to ensure that users can find what they need, when they need it.

PARENTS SAY...

"I really enjoyed the online session and found it very beneficial."

"I love be able to talk to others that get it."

"Thank you for all the ideas and tips from the session."

Online opportunities for parents

We have a strong Facebook page following that is going from strength to strength. Those who love this type of social media really like the content and that they can interact with it. We get good responses to the posts we make and regularly find that posts are shared with other Facebook groups we would like to reach.

Face-to-face workshops and events

We offer a range of these, some funded by us and others through our contracts. We have seen lots of changes this year as audiences have shifted between groups and we have been looking at the how we develop groups in different locations. We have also looked at how we can encourage people to move between locations to see if this helps with take up. We have just begun work to record sessions and look at making those available outside of the time and place where they are delivered.

Developing an 'online, on demand' workshop offer

In response to how people chose to access information, in a time and place that's convenient and increasingly online, we have been developing an offer that will see us move many of our sessions into an online, on demand library. This is taking us into new territory both in terms of the technology and how we make it work for our parent carers. At the time of writing this report we have just delivered our first live sessions and just started to put these online on own YouTube channel.

The launch of Tii Hubs

We were delighted to launch eight hubs across East Cambridgeshire and Fenland, Huntingdon and Godmanchester as part of our Champions Project and Opportunities Area work. The concept is that you drop in for a cuppa, can meet other parent carers and importantly are hosted by a team member or Pinpoint Champion that can signpost information and services. These have proved so popular we will have two new ones in Cambridge and St Neots.

The re-launch of our Volunteers Programme and Pinpoint Champions

We recognised the need to look at what we could offer our volunteers in terms of training and support and what sort of volunteering would work for us and them. With this in mind, we utilised our new Champions training programme to relaunch with a more streamlined offer. Our new volunteers now lead Tii Hubs, represent us on and signpost to services. They have their own ongoing training and support as well as access to their own Facebook page. They are critical to Pinpoint's future and we thank them, and those who have supported us in the role over the last ten years.

Revamping our newsletter

Our newsletter subscriber list took a really hit when the data protection changes came into force and its taken us another twelve months to build it back up. We played with the content to test the style and format that works best for our audience and have seen subscriptions grow – its free but you have to request to join the database.

VOLUNTEERS SAY...

“It helped me through my own isolation and to get out of that pattern.”

“I want to be there to support people. I strongly believe as a trustee you commit and do your best to give your time and effort to help others.”

“I loved the support I got, so I wanted to pass on mine.”

Changing our marketing

Pinpoint typically has not had the resources to produce and distribute paper copies of the materials it prints. This year we have looked at other options to help people find out about us and to join us at events and workshops. We have used the many networks we know about to distribute material on our behalf and have produced a small volume of newly revised leaflets. We have introduced Pinpoint Postcards to enable Champions, staff, and Trustees to promote what we do with personalised messages we can leave with parent carers. These are proving popular and helping us stay on people's radar for longer. Staff and Trustees have branded lanyards, Champions have branded badges and new banners advertise our presence at events and where we hold Tii Hubs.

Attendance at parent carers support groups

Knowing that time is precious, we have been taking a new approach and coming out to the groups that parent carers are already attending. Through this change, we have reached a wider group and had very positive feedback. We have looked to try and cover as wide a range of groups as possible across as many parts of Cambridgeshire as we can. Our Champions are also on the ground joining local gatherings and this is helping to get us known.

Pinpoint's Annual Conference

Our conference is always popular and valued by parent carers. They appreciate the opportunity to meet other parent carers and to access a wide range of services and professionals in one location. We had 112 parent carers there and more than 40 stalls offering information, services, and support for parent carers. More than 60 professionals attended, with Cambridgeshire County Council and our local Health Trust well-represented. One-to-one sessions were offered by education, health and social care service commissioners and managers.

Working with our professional colleagues to help people find Pinpoint

We have been building on our links to services throughout the year, specifically through our Champions and Opportunities Area work. There is much to be gained by promoting each other's services to make a coherent offer to parent carers. Pinpoint has also offered ongoing training to family workers who join the service.

COVID-19

With every cloud there is a silver lining and most unexpectedly the pandemic has helped us reach a wider audience. In the closing weeks of the year we co-produced and co-badged letters and communications to parent carers that have gone out to all schools. We have also co-produced a letter that has gone out through schools to every parent of every statutory school-age child in both Cambridgeshire and Peterborough.

Creating opportunities to promote co-production and participation

We are fortunate in Cambridgeshire to have a strong history of co-production with local partners, together with strong and robust personal relationships. It's not always a relationship where we agree with each other, but it is an honest, open and constructive relationship. We tell it like it is – praise where it's appropriate, share our thoughts about opportunities to make things better and occasionally must concede that we will disagree. This is a huge benefit to parent carers when we invited to be their voice on all the strategic boards. Our partners in health, education and social care welcome us working together to create opportunities for both co-production and participation.

Participation in, and the co-production of, the new Cambridgeshire and Peterborough SEND Strategy, the Expect document and emerging Action Plan

This was a long-term project spanning eighteen months, much of which we previously reported. We were delighted to see it finally launched and the subsequent supporting SEND launch of the Expects Document, with its children's art competition. This is now live in every school and setting and is guiding the work being done. The Action Plan has taken a little longer than hoped but we are pleased that the top three priorities we proposed on behalf of parent carers are there as priorities for year one. These are: compliance (that everyone does what they should when they should); making SEN Support work well and addressing the cliff edge around all stages of transition but specifically for Preparing for Adulthood.

Opportunities to participate online

There have been a significant number of local, regional and SEND co-production and participation opportunities. We have shared more than 70 opportunities not including our own groups, events and activities.

Opportunities to participate in commissioning services

We have led and contributed to a range of Local Authority commissioning tenders, facilitating engagement and helping to shape future services which has included Direct Payments, Overnight and Short Breaks, and school transport amongst others.

Participating in national decisions

We ensured parent carer voices were heard in the National Department for Education call for evidence relating to SEND funding. We also promoted local participation in the NHS Big Conversation and were involved in the development of its Ten Year Plan.

Creating opportunities to promote co-production and participation

Participating to strengthen Local Authority communication with parent carers

We've been working to ensure that Local Authority staff consider parent carer communication as a priority in all they do. This is a huge task as the organisation is big and the volume of work is significant, but we are making progress.

Pinpoint's Annual Conference

Our conference plays an important role in participation as it enables our parent carers to meet the 60 service providers face-to-face. It also networks those providers from health, social care and education in an unrivalled format for a whole day. So not only does it help our visiting parent carers, but the professionals go away with lots of first-hand feedback with which to shape policy and practice.

Partners in Commissioning meetings

We've held three of these over the year and have been pleased to welcome some of the most senior policy makers to join us alongside the service commissioners. We have had some honest and challenging conversations about issues, aspirations and practicalities which had led to some helpful changes being made to services and their delivery, including short breaks and mental health.

Parents participating in the Graduated Special Educational Needs (SEN) Support and the SEN Support Toolkit

The group reconvened earlier this year to review the relatively new Toolkit and consider what else was needed to support children, young people, and their parent carers. More work is planned for early next year.

Co-producing a refreshed Autism Strategy

We have again been asked to participate in a refresh of the strategy building on the parent participation undertaken the year before. We joined some early meetings, but the work planned for the end of the year was, understandably, deferred due to the pandemic.

Social Care recommissioning involving parent carers

We facilitated parental engagement in every step of the recommissioning process to ensure that the resulting service considered parent carers views. It has been cited by commissioners as being a model process that they wish to emulate in the future.

Creating opportunities to promote co-production and participation

Co-production of the new Education Health Care Assessment requests

The new guidance became available this year and we have begun to get feedback that it is having some of the impact we had hoped for. There remains the desire to track its impact by feedback over time as to whether the system is easier to navigate.

Improving Education Health Care Plans through co-production

Parent carers continue to report that paperwork takes too long to arrive and approaches to reviews are inconsistent, and not always high quality or person-centered. We also know that not all parent carers understand what should be expected or feel able to challenge processes when they do not deliver. These issues are well-known to the Statutory Assessment Team and we now have a termly meeting to work together to explore what could be done to make improvements. We are working alongside health and social care colleagues to strengthen their input into plans and reviews.

Participation to feed back concerns about the waiting times for CAMH services

Last year we have noted an increase in parents identifying a need for support and noted that there is a mismatch between commissioned services and increasing demand. Commissioners have worked with the provider to review provision and address some of the issues. We have advocated for alternative services to augment the offer as the demand is outstripping what is commissioned and possibly what the market can provide.

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 facilitated participation in co-production of the SETT training materials.

Co-producing the new Social and Emotional Mental Health (SEMH) Graduated Response Toolkit

Along with the SEMH Review and Policy, we have facilitated the co-production of a new toolkit support a graduated response to meeting needs.

Participating in the recommissioning of after school out of term-time provision for those with Profound and Multiple Learning Difficulties (PMLD)

We participated in the initial review ensuring that a range of service user voices were heard and understood ahead of commissioning additional services.

Creating opportunities to promote co-production and participation

Participation as part of the Preparing for Adulthood (PfA) Local Authority work

We run termly PfA groups and ensure parent representation at the PfA regional, steering and network events. We have ensured participation in regional PfA events; on the PfA Steering Group, Cambridge Additional Needs Employment Forum; the Connect2Work Forum; and Design Hack. Our face-to-face events have consistent appeal. The topic focused events on transitions at 16+, benefits and housing were particularly well-received by parents and professionals. Pinpoint have facilitated a Supported Living and Housing options info Hub, Sexual Health and Relationships info sessions, Benefits Hubs and the popular Transitions at 16+ info Hub.

Co-production of the Post-16 Education, Employment and Training Provision

We have been working on the new provision to ensure it meets parental aspirations as well as the expectations of young people.

Participation in the development of Cambridgeshire's first Employability Event

We have been working with the Local Authority to help them develop an event that would offer employment advice, information and training to young people and their parent carers. The event was planned for early May so has now been rescheduled for October.

Participation in the Transforming Care Partnership and Children's Health and Well-being Board and Young People's Working Group

We have continued our participation on both groups over the last twelve months. Although we had expected the Transforming Care Programme to come to end, the groups have continued to meet and we continue to ensure that we work alongside policy makers to get the best and most effective services for those that need them.

Influencing policy and practice in Cambridgeshire and beyond

Cambridgeshire

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, it works at its best where there is trust, mutual respect, openness and honesty. This does not mean that we avoid difficult discussions, indeed, we're talking about the issues weekly and seeing real change.

Parent carers co-produced the Cambridgeshire and Peterborough SEND Strategy and its Action Plan. The Strategy was launched in November 2019 and the Action Plan followed shortly after. Parent carers identified a long list of changes and improvements they felt were needed, with the highest priorities to be addressed being:

- Legal compliance, as if everyone does what they are supposed to do then things should work well most of the time for most children
- Early identification and better SEN Support, as we should ensure needs are met well and not left to get worse
- Addressing the 'cliff edges' between transition and services, as too many times as children and young people switch services, or move schools, things are not as smooth and well-supported as they should be.

These are now the priorities agreed with the County Council and will drive forward the work they do in the coming year.

Pinpoint's Forum Reference Group continues to review policy documents as they become available and to make recommendations about policies that need updated or where a refresh is needed.

We have supported the co-production of the Autism Policy Refresh and the new Social and Emotional Mental health (SEMH) policy emerging from the co-produced SEMH Review.

Across the region

We routinely participate in the Preparing for Adulthood Network ensuring that we not only shape policy but that our parent carers benefit from any new and emerging work and that insights into changes can benefit Cambridgeshire.

Influencing policy and practice in Cambridgeshire and beyond

National

Capitalising on our networking, we met with the new Deputy Director for SEND at the Department for Education and the Local Authority to discuss Cambridgeshire issues at our invitation. Whilst the discussion inevitably returned again and again to the need for more money to pay the services our children need, it also covered legal compliance, better early identification of needs and a need to revisit national SEND policy post SEND Code of Practice and Legislation changes. We were able to ensure she heard front-line issues and understood the issues you have raised.

We provided evidence to the Department for Education relating to education funding. This was key to ensuring that Cambridgeshire, as one of least well-funded authorities, was well-represented.

We also provided evidence to the National Network of Parent Carer Forums both in relation to government policies and in terms of bimonthly updates on issues. We participate termly in regional networks as well as being active participants at the national conference. During the COVID-19 outbreak we also provided direct feedback to ensure that parent carer needs, and concerns were understood, and it was gratifying to see that information used.

Securing our financial future so we are here for you in the future

We have been working hard over the last two years to secure our financial future to ensure we can continue to be here for parent carers in Cambridgeshire. We have restructured our finances to give us a better chance of weathering the challenges for a charity that relies on public funding for its core business. We are pleased to have secured a three-year grant from the Local Authority to continue to deliver parent participation and engagement services. We continue to have a contract with CCG for the ASD/ADHD workshops which are a lifeline to so many parent carers.

We will continue to find new income streams to deliver specific projects. Over this year we have been pleased to secure the Pinpoint Champions Project through the Cambridge Community Fund and County Council's Cultivate and Innovate Fund, as well as the Opportunities Area contract.

We are incredibly grateful for the donations and grants we received from our other funders. This year we have had grants from the Co-op, Cook and Curtis, Huntingdon District Council's Community Chest as well as substantial private donation from the Potter family.

We still have work to do but are building a stronger base for the future so that we can celebrate our 15th and 20th birthdays in the years to come.

OUR FIGURES

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 representation on strategic boards and working groups, Preparing for Adulthood and other topic-specific events. | |
| Department for Education Grant | £23,120 |
| 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 and for our annual conference. | |
| Other Contracts | £87,200 |
| From Cambridgeshire Community Services to develop a network of school-based parent volunteers and Fenland and East Cambridgeshire Opportunity Area for delivery of increased support for parent carers | |
| Other Grants and Payments for Services | £22,000 |
| From health and other organisations to run activities such as our ADHD/ASD groups. | |
| Fundraising and other monies | £12,393 |
| Donations, raffles and conference stall payments. | |

TOTAL MONEY IN: £216,213

What we spent:

| | |
|---|-----------------|
| Staff | £107,650 |
| Pays for staff time to organise, promote and run activities, including pension costs. | |
| Office running costs | £10,275 |
| Includes rent, insurance and supplies. | |
| Trustee travel/expenses and professional memberships | £1,189 |
| Activities | |
| Includes meetings, events and annual conference. | |
| | £15,212 |
| Website development & IT | £4,238 |
| Includes the development of the website, website maintenance and software costs. | |

TOTAL MONEY OUT: £138,564

ANNUAL REPORT FORWARD LOOK

Plans for 2020-2021

The year ahead will be one where we will be consolidating the foundations secured over 2019-20. We will also need to be responsive to the challenges parent carers, their children and young people, will face post pandemic. To give you a sense of our plans here are some of the work we are planning to do.

Extending our reach to help more parent carers over time

We will now be strengthening our virtual offer whilst we adjust to the post pandemic world, as at the time of writing we simply don't know when we will be able to return to offering face-to-face workshops, Tii Hubs or operating the Champions programme as envisaged.

Creating opportunities to promote co-production

We are constantly looking for ways to encourage and support high quality co-production. We know that there are a large number of projects that were put on hold to address the Covid 19 priorities that will need to resume but, again, given the challenges of social distancing we will have to see how this work strands emerge. What is clear is that we are all better equipped for virtual co-production and participation as we've needed to use it during 'lockdown'.

Influencing policy and practice in Cambridgeshire and beyond

We know that there will be a number of substantial policy changes in the post Covid 19 world as we get to grips with legislative changes, temporary and more permanent. We will focus on developing a higher regional and national profile in developing these.

Ensuring our financial sustainability

As part of securing our longevity as an organisation, we will need to address how we seek donations to become a regular part of our financial strategy as we know there are people keen to support us their own way. We are already thinking about our next big projects, sharply brought into focus by the challenge we know our families will face post-pandemic.

PINPOINT'S 2021 CONFERENCE



17th June 2021
Burgess Hall
St. Ives
10-2.30

To register your interest: <https://bit.ly/3d5oF1g>