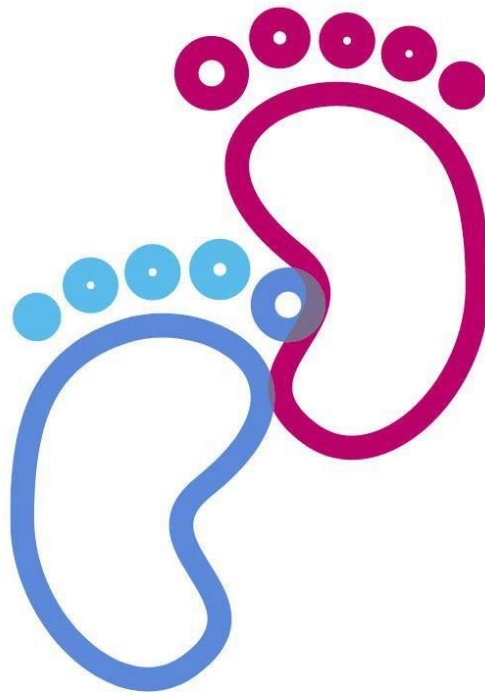


**pinpoint**

for parents by parents

**With you at every  
step**



SUPPORTING, INFORMING, INVOLVING AND  
EMPOWERING CAMBRIDGESHIRE PARENT CARERS



## RICHARD HOLLAND

### Chair of Trustees' Report



The Covid Pandemic has made this an extraordinary year and our collective experience over the last year has been so very different to previous years. The challenge is not over. For families with a child or young person with SEND, there remains many questions for which we lack answers – how our children and young people will catch up, cope with all of these changes and have the opportunities we wish for them in the future? Our commitment remains 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. The pandemic has shown us that co-production is working well in Cambridgeshire – we can work together to improve outcomes for our children and young people in the most difficult circumstances; we can agree to disagree, have robust discussions, and then come together with the shared goal of putting children first and foremost.

Reflecting on 2020-21, this has been another 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 increasingly smaller contingency pot, we now have a prudent reserve. This will enable us to meet the requirements of being a financially sound charity and enable us to be one better able to weather the uncertainties ahead with a measure of optimism.

The experience of operating in a pandemic has stood us in good stead operationally. We have significantly developed our web presence and have learnt how to offer all our services online. Losing face-to-face personal contact in March was extremely difficult – we like to see the parent carers we help and support. However, we have been delighted to see our reach and engagement grow – being able to join in remotely works for many of our busy parent carers and reduces travel across our predominantly rural county. But the challenge of achieving this should not be underplayed – it took a huge effort and a great deal of personal commitment to move seamlessly into a new medium.



## HELLOS & GOODBYE

We said goodbye to Esther Harris as she moved on to become self-employed and we welcomed Kate Atkinson into the Communications role, where her parent carer experience and editorial skills will be an asset. Karina Whittington stepped across from being a Pinpoint Champion into hosting some of our online workshops. Dawn Hall and Owen Thorneycroft joined the Trustee Board bringing with them parent carer expertise and financial expertise.

We want to expand and strengthen the board and welcome the opportunity to speak with anyone who may be interested. We particularly want to hear from parent carers with children and young people in education. We acknowledge that time is precious, and we are able to be flexible in the demands we make of trustees.



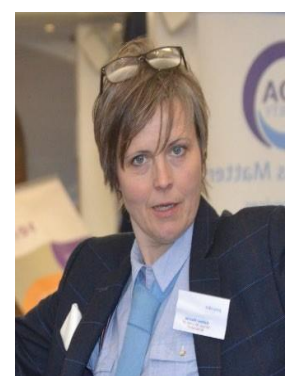
Kate Atkinson



Owen Thorneycroft



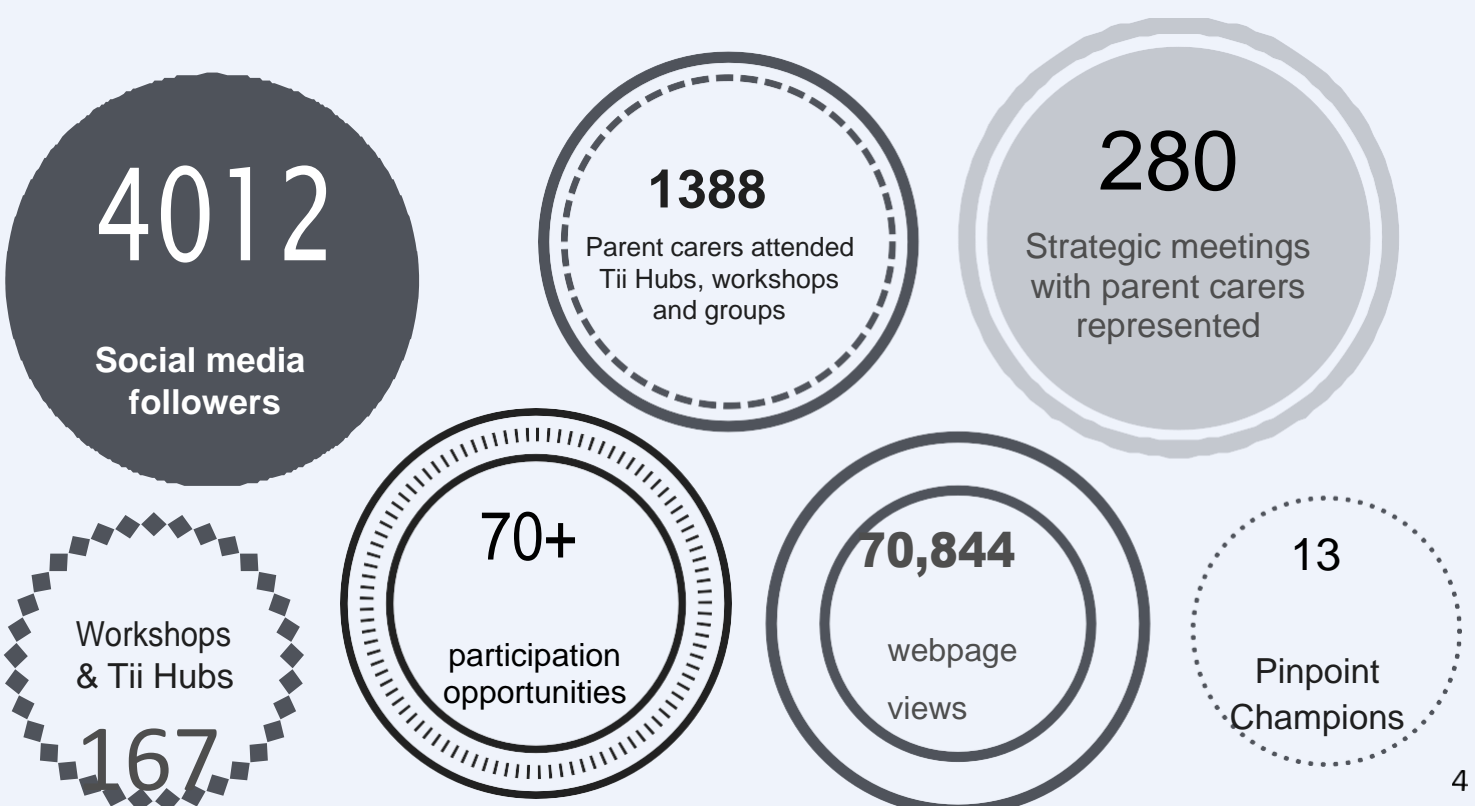
Dawn Hall



Esther Harris

## 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 virtual Parent Carer Forum Conference and have taken part in training throughout the year. Sarah, our CEO has taken on the additional role of becoming a national representative for the National Network of Parent Carer Forums.

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. This year the pandemic meant we needed to get a lot of information out to parent carers, often with little notice. We led on parent carer communications and provided materials for the Local Authority to use, enabling them to focus on keeping schools open and education available to those not in school. We co-produced the response to the legislative changes and the ongoing review of the impact on SEND children and their families. We also co-produced a new statement on our shared commitment with the Local Authority to co-production. It states that Pinpoint is 'highly valued' and demonstrates the Local Authority's commitment to co-production when resource pressures continue to increase.

### 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 although these are now delivered online. 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 anxiety, behaviour management and help with returning to school.





## PROJECT UPDATES

In 2020-21 we actively sought additional funding, which led to several new projects.



### Pinpoint Champions

Our Champions are trained volunteers who reach out to other parent carers to signpost to services. We secured additional funding in 2020-21 to continue the Champions programme. The help we received from the Co-Op and Tesco, Huntingdonshire Community Chest, South Cambridgeshire Community Chest and Huntingdon Freemen helped us support and develop the programme. We have been reaching out to schools and had been in the process of developing more localised support – the pandemic has meant schools have needed us to pause as they have no spare capacity. We have added additional engagement and support for Champions who, as parent carers themselves, had a challenging year.



### Pinpoint Tii Hubs

We continue to offer our informal sessions for parent carers to drop in and meet a team member or Champion over a cup of tea – now online each week. Tii stands for: Together we have Information not Isolation. The groups had been running as part of our Opportunities Area work and we had additional funding from The Co-op, Tesco, Huntingdon Freemen, One Stop Carriers for Causes, Huntingdonshire Community Chest, South Cambridgeshire Community Chest, and the Opportunities Area.



### Pinpoint Opportunities Area

We were originally contracted to provide an 18-month programme of workshops and Tii Hubs across East Cambridgeshire and Fenland's Opportunity Area. The programme was extended for a further 6 months and we were pleased to be asked to deliver more workshops and Tii Hubs. The pandemic has seen us move these workshops and Tii Hubs online. Workshops have included a huge range of speakers covering everything from how to access services, how to manage behaviour at home and topics including dyslexia and dyscalculia. We have worked with our colleagues to publicise Pinpoint's offer through their networks – extending our reach to parent carers, professionals, schools and settings.

## OBSERVATIONS ON THE YEAR

**It's been a challenging year for our families and for Pinpoint. We moved everything we do into a virtual offer which we provided remotely. We coped with an ever-changing workload and legislative changes, making sure that we shared regular updates with families. We stepped into the information gap and provided regular updates to families as well as ongoing high-quality support. We also coped with the challenges of being an employer, small business, and charity in a pandemic. Our world is constantly shifting, and our challenge continues to remain adept at changing to meet evolving needs and seek every opportunity to do more for our parent carers.**

### **COVID-19 – Emergency Response**

We started the year having experienced our first week in lockdown as the pandemic emerged. We worked with the Local Authority (education and social care) and Health to ensure that our parent carers had regular news and information updates as we managed children both in and out of school, followed by a return for all in the Autumn. We worked with the Local Authority to ensure that legislative changes were understood by parents and schools. We also urged the Local Authority and Health to address issues where we had children unable to access help, support and their entitlements – this mitigated the impacts that would have happened without the considerable commitment by all to co-production and our children. It has not been easy. The pandemic has impacted every aspect of our lives and our system – legislation never envisaged how it would deliver in such circumstances.

### **COVID-19 – Wider Impact**

The pandemic has impacted on all children and only time will tell whether we can make up for the time many of them spent with little or no education and respite during 2020. It also diverted Local Authority work that was planned for the year as the priority was rightly on the emergency response for the first six months of the financial year. This means that some aspects of the SEND Action Plan have been delayed.

Conversely, we finally addressed long-standing issues around Education Health Care Plans. The easements provided an opportunity to restate expectations, understand where issues around delivery persisted and helped the LA to ensure schools addressed these.

So effective has the temporary co-production Covid/ECHP working group been that it has become a standing weekly meeting to progress issues around good practice and compliance. The Local Authority has restated its commitment to co-production, and we have a clear structure to promote this being embedded organisationally.

### **Changing how we deliver**

We always try to take an optimistic and opportunity-seeking approach to our work. The need to move online and offer virtual sessions was the push we needed to do the very thing we had talked about for some time but had not found the time or expertise to do. We had considerable pro bono support to help us achieve this. Today we can offer virtual coffee drops ins and workshops. We will not stop this approach once we are able to return to face-to-face delivery, resources allowing.

## **Our Aim: Extending our reach to help more parent carers**

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

Our Facebook page continues to increase in popularity and our reach grows month on month. It is now a core part of our daily communications work, with the number of followers growing weekly. We have used new software that seeks to ensure we release posts for optimum reach, and this helps us manage the flow of communications. Facebook was invaluable during Covid as it's a quick and responsive medium, accessible to many.

### **Covid related communications**

The pandemic has unexpectedly enabled us to reach so many more parent carers. We have co-produced a series of communications across the year with the Local Authority, and SENDIASS, that have gone out to every parent in Cambridgeshire as well as letters specifically written for parent carers whose children have SEND. We feature regularly in the daily communication that goes to every Cambridgeshire headteacher and we have been invited to support SENCOs at their network meetings. Such has been the power of this communication; we are being contacted by an increasingly wide range of professionals looking for latest information and advice. We have also provided regular updates 'as they happen' as national advice has changed – making this more accessible to parent carers and professionals.

The Pears Foundation funding has enabled us to offer information and support which is much needed as a result of the pandemic. The welfare benefits advice recognises the increasingly difficult financial circumstances our SEND families find themselves in.

Helping families by filling a much-needed gap, which is wider than SEND, helps us to reach a broader group than those already known to us. Similarly, being able to offer topics around mental health and behaviour management that are in demand reaches groups that otherwise may not have thought to use our services. We ensure that we take every opportunity to use this engagement to harness parent voices to improve services.

### **Our direct e-newsletter reaches more parent carers**

We have continued to grow 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. Such is its value that we have a professional sign up as it's become a trusted source of information and a useful signposting tool for them too.

### **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. We have updated and added to our content to provide even more signposting to support parent carers to navigate the SEND system.

We are a trusted source for SEND information and the increased content helps us to be a starting point to accessing services and help. The Pears Foundation funding has enabled us to add a significant new section on welfare benefits and the Opportunities Fund has helped us develop new Handy Guides – one page introductory, 'print on demand' leaflets for parents and professionals alike.

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

The Local Authority are addressing the navigation issues with their site. We've been working with them to ensure that users can find what they need, when they need it.



**PARENTS SAY:**

*Groups at Pinpoint were amazing. The relief to meet others feeling the same as me was immense.*

*Seek support from parents and those in the know.*

*Being able to off load to those who know where you are coming from is invaluable.*

*Brilliant to be in a room with other people on the same mission.*

*Sharing experiences are just a little thing that breaks the isolation of being a carer.*

*Just what I needed - the right information from someone who knows.*

*I wish I'd found Pinpoint earlier – these sessions have made such a difference for us.*

**Online opportunities for parents**

We have a strong Facebook page following that is going from strength to strength. We have reinvigorated our Twitter feed and added Instagram to our repertoire. We are increasingly seeing others share our posts, tweets and stories which extends our reach. These channels help us reach different audiences through their preferred choice of engagement.

We have offered a range of participation sessions online, including focus groups and network sessions, where parent carers have been able to directly interact with and feedback to service providers/commissioners.

We have started using a new smart survey tool to gather parent carer views as it produces clear and easy to interpret data on demand. This then informs our co-production with services and partners.

**Face-to-face workshops and events are now virtual**

We offer a range of these, some funded by us and others through our contacts. This year these have been exclusively online – a significant change for us. We have had good take up as sessions can be accessed without the need to leave home! We have offered sessions at a variety of times and attendance has been consistently high. Our online booking tool also enables us to send reminders and for bookings to be added to personal diaries – busy parent carers have a lot to remember!

The Pears/Department of Media and Culture Funding has enabled us to develop a Covid-related offer of additional sessions covering welfare benefits, anxiety and behaviour management, which we have delivered in partnership with other local specialist organisations – Centre 33, Disability Huntingdonshire (DISH), Little Miracles and the Local Authority. It also enabled us to afford a high-profile nationally recognised speaker for two extended sessions on behaviour and to finally launch STEPs training for our parent carers.

**CHAMPIONS SAY:**

*I don't want people to feel the loneliness that often comes with having a disabled child.*

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

*Becoming a Parent Champion gave me strength to keep going, knowing I was also helping others who were starting the journey I was on.*

### More Tii Hubs

The concept is that you drop in for a cuppa, can meet other parent carers and importantly are hosted and supported by a team member or Pinpoint Champion that can signpost information and services. We had ten of these across Cambridgeshire before Covid. During the pandemic these have moved online, and we have had a weekly offer throughout the year. We have developed our capability by adding 'breakout rooms', where we can enable groups to meet by location – a Fenland version, for example. We are just expanding into an evening Mum and Dads session with the aim of running a Dad's only session later in the year.

### Our Volunteers Programme and Pinpoint Champions

We had not long relaunched the volunteers programme and introduced Champions when the pandemic arrived. We worked throughout the period to keep in touch with them and they contributed to the emergency response work we did, ensuring that we remained focused on what the live issues were. We have been working with them to look at how they can play a part in our virtual offer and reach parents during these unusual times. 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 revamp has reaped rewards with positive feedback about its style and content and an increased circulation. It remains an important tool to help us reach out to parents and carers across Cambridgeshire. Such is the value of its content that we have a growing number of professionals signed up to the service too.



Our newsletter:  
<http://bit.ly/2ynjKpq>



Facebook:  
[www.facebook.com/pinpointcamb](http://www.facebook.com/pinpointcamb)s

### Tii HUB ATTENDEES SAY:

*Its lovely to be able to relax.*

*I didn't realise how nice it was just to sit still.*

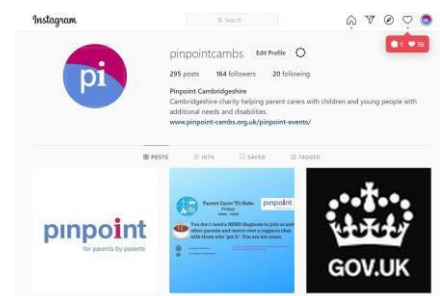
*You can laugh about your situation without fear of being judged.*

### TRUSTEES SAY:

*I do this because its important to be the voice of the voiceless – Children – Parents – Staff.*

*I just wanted to make a difference.*

*Pinpoint does amazing stuff and I felt I could help using my skills.*



Instagram: [pinpointcamb](https://www.instagram.com/pinpointcamb)s



Twitter: [@pinpointcamb](https://twitter.com/pinpointcamb)s

### **Changing our marketing**

Pinpoint had just produced some materials to use at our face-to-face activities when the pandemic arrived, and our face-to-face activity stopped! This didn't deter us, and we took our concepts online. We have adopted more consistent branding and included more downloadable documents in the form of our new Handy Guides. Our sessions are badged consistently to help with navigation, and we are building a higher-profile brand through branded social media posts on community pages.

### **Attendance at parent carers support groups**

We had intended to 'pop up' at other organisations' face-to-face activities to extend our reach and engagement...and then the pandemic arrived. We have changed approach and invited those organisations to work more closely with us to ensure that we are reaching each others' audiences and are hearing the voices of more parent carers, as well as young people. We continue to promote each other, and we are focusing on how we make good use of our networks. Moving to a virtual world has made it easier to join discussions with more groups – we do not lose time to travel and have noticed meetings are often more focused and productive. It doesn't replace face-to-face but a blend of virtual and actual would add strength going forward.

### **Pinpoint's Annual Conference**

Our conference is always popular and valued by parent carers. We planned for a conference this year, moving it back each month in the hope that it would be possible to deliver. In February we took the decision to move from our tried and tested model to a virtual conference. We are now planning how we will deliver this in the summer.

### **Working with our professional colleagues to help people find Pinpoint**

Covid has raised our profile with professionals who have suddenly needed to provide a different range of information and support to reflect the experience of families in the pandemic. We are increasingly receiving requests to join our parent carer workshops as the content we are offering is not widely available to them. Our new Handy Guides can be used by professionals for sharing with the families they meet, and support. We have shared the Handy Guides with Cambridgeshire's Special Needs Coordinator community to use in schools and settings, joining their sessions to explain our work. Our co-produced materials are co-badged with the LA and Health and this has increased awareness across a wider number of professionals.

## **Aim: 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 are 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. This year Cambridgeshire County Council restated their commitment to co-production by updating a statement about how we use co-production in the commissioning of services.

## **Participation in, and the co-production of, the Cambridgeshire and Peterborough SEND Strategy Action Plan**

The emerging Action Plan was pushed sideways by the real need to address the emerging Covid pandemic at the beginning of the year. We only resumed 'business as usual' once we reached July. Therefore, the delivery of the Action Plan has taken a little longer than hoped. We had already secured that our top three priorities were the 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 (PfA).

Covid, ironically, provided the platform for us to restate the compliance requirements around ECHPs and there have been a number of co-produced communications with schools and settings since March 2019, setting out legal requirements and best practice. We have worked with the LA to ask them to address issues where found and to consider what more could be done to secure consistency around compliance. In parallel, the LA are now implementing a Quality Assurance Framework to ensure Education Health and Care Plans (ECHPs) are written to a high standard. Both are positive steps forward towards achieving compliance.

SEN support is still work in progress. To achieve real impact, it should be of consistent high quality and parent carers (and those delivering it) should have confidence in it meeting a child's needs effectively. The lack of time in school this year has delayed this work.

We have been working with the Local Authority to help them review transitions. In parallel, we have co-produced a piece of work around increased communication about the Preparing for Adulthood offer. We were delighted when Cambridgeshire produced a new guide for parent carers, and young people, bringing all of the strands into a single easy to understand document and were happy to endorse it with our logo. We have developed a co-produced public, private and voluntary sector scoping project to look at how we might develop more support in Cambridgeshire for those who are 'close to employment.'

### **Opportunities to participate online**

There would usually have been a significant number of local, regional and SEND co-production and participation opportunities had we not had a pandemic. However, we have still been in a position to share more than 70 opportunities not including our own groups, events and activities.

### **Opportunities to participate in commissioning services**

In spite of the pandemic, we have co-produced and contributed to a range of Local Authority commissioning tenders, facilitating engagement and helping to shape future services. This has included the implementation of the short-breaks service, the re-tender of the mental health services for children and young people and the new all age Autism Strategy and pathway.

We continue to convene the Partners in Commissioning meeting with the Local Authority and Health Commissioners. This enables us to raise strategic and operational issues about services when we meet each term and to plan ahead to address the needs of Cambridgeshire children, young people, parents and carers.

At our suggestion we also meet quarterly with those of us who are working with Cambridgeshire and Peterborough's parent carers (Pinpoint, Family Voice and Caring Together and commissioners) to ensure we are responsive to needs and services meet aspirations.

The Local Authority and Pinpoint co-produced a new Co-production Charter which both affirms the commitment to co-produce together and the organisational inclusion in strategic and operational boards that enables this.

### **Participating in national decisions and policy making**

We have ensured Cambridgeshire's parent carer voices through representing parent views in national consultations. We contributed to a call for evidence made by the Centre for Social Justice's Disability Commission.

### **Participating to strengthen Local Authority communication with parent carers**

We've helped the Local Authority with much of its SEND parent carer communications during the pandemic. We have proactively provided communications materials and Frequently Asked Questions content which was used by the LA. We co-produced a series of letters about the changes to legislation, interim education arrangements and the return to school and co-produced the work around the easements. We have harnessed twin track communication with schools and parent carers to strengthen messages and improve outcomes for children and young people.

We are working with the LA and their new SEND communications lead to help plan for increased and improved communications going forward. We have worked with the LA on a number of individual communications and publications including the new PFA Booklet as well as assisting with the Local Offer website development.

### **Pinpoint's Annual Conference**

Our conference plays an important role in participation as it enables parent carers to voice their needs, aspirations and wishes. Parent carers, professionals, service providers and service commissioners all come together, and this ensures we, together, co-produce to the benefit of our children. This year, for the first time, we will need to move to an online offer, now rearranged for June 2021.

### **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 have led to some helpful changes being made to services and their delivery, including short breaks and mental health. We have promoted a forward commissioning plan which includes planning for co-production – this is now reviewed at these meetings.

### **Co-producing a new All-Age Autism Strategy**

The refresh was deferred due to the pandemic and resumed later in the summer. We have facilitated parent participation and contributed to the work the LA have commissioned with the Autism Centre of Excellence.



### **Quality Assurance of Education Health and Care Plans**

The Local Authority and Health have initiated a new quality assurance process to ensure that EHCPs are of a consistent high quality. We are working with them to understand how the findings from this work will be implemented and how we see improved outcomes for children and young people.

### **Co-production of Education Health Care Assessment requests information**

The new guidance became available in 2019 but there remains a number of myths about the process, which we have sought to dispel with our new co-produced Handy Guides, which can be found on our website.

### **Co-production of Autism and ADHD requests information**

There remains a number of myths about the process, which we have sought to dispel with our new co-produced Handy Guides. These set out for the first-time what processes are used in making a request, who can assess, and how to make a request.

### **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 who have made inroads into reducing timelines and addressing backlogs. We previously had a termly meeting to work together to explore what could be done to make improvements. During the early months of Covid we were meeting weekly to address issues and, once we had co-produced the work around easements, we agreed the weekly meetings were of such value they should remain. Together we have been co-producing advice to schools and settings on compliance and good practice, which parents are also able to see.

We had also been working alongside health and social care colleagues to strengthen their input into plans and reviews. This work has led into a new Quality Assessment Framework which we have been included in. We joined LA and Health colleagues at their training so we could understand the process. We have worked to review the findings arising from the LA's work to produce improved training and support for schools/settings, staff and parent carers – sharing good practices and clarifying expectations to improve both the quality of EHCPs and the outcomes for children and young people.

### **Participation to feedback concerns about the waiting times for CAMH services**

Over the last two years we have raised concerns with commissioners around the waiting times to access mental health services. 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. We were pleased when commissioners took this on board and went out to commission a 'systems' approach to a new mental health service working with multiple providers to provide complementary and more responsive services.

### **Mental health co-production with the Clinical Commissioning Group**

Parents have participated in the development of new Mental Health Co-production Group of sector providers who are seeking to strengthen local services provided.

## 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, now online, and ensure parent representation at the PfA regional, steering and network events. We have ensured participation in regional virtual PfA events; on the PfA Steering Group, Cambridge Additional Needs Employment Forum; the Connect2Work Forum and Design Hack.

We have asked the LA to prioritise PfA as one of its three objectives for the SEND Strategy providing suggestions of what parent carers would like to see improved and provided. We were pleased to co-badge the new Parent Carer PfA Guide which for the first time pulls lots of PfA information into a single easy to access format.

### 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 and was then rescheduled and at time of writing its unclear when it will be possible for everyone to come together face-to-face.

### Participation in the Transforming Care Partnership Board and the Children 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 an end, the groups have continued to meet. We continue to ensure that we work alongside policy makers to get the best and most effective services for those that need them.

### Participation in Children's Mental health and Well-Being Services

We are the voice of parent carers on a number of Strategic Board that brings together Health, Education and Social Care in Cambridgeshire (and Peterborough).

**Children's Mental Health and Well-Being Board**

Cambridgeshire and Peterborough SEND Executive Board    Eastern Region Parent Carer Forum  
 Cambridgeshire CCC SEND Partnership Group    consultations – national and local  
 Cambridgeshire and Peterborough All-Age Autism Board    Eastern Regional PfA Group  
 Transforming Care Board    CANEF    Connect to Work    Senior Officer Meetings  
 Design Hack    CYP Transforming Care Board    ECHP Quality Assurance Review  
 Children and Young People Palliative Care    Carers Partnership Board    Partners in Commissioning  
 Learning Disability Partnership Board    Network Meetings    Focus Groups  
 EHCP Review Group    Covid Response and Recovery Group  
 Mental Health Collaborative Forum    All-Age Carers Strategy Group    Key Worker Programme  
 POET Working Group    SEN Support Working Group    surveys  
 Local Offer Working Group    SEND Communications Working Group  
 Covid Safeguarding Group    National Network of Parent Carer Forums

Some of the many opportunities for co-production and participation this year

## 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 when 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 were the priorities agreed with the County Council for implementation in 2019-2020. The arrival of the Covid pandemic meant emergency response planning took priority for nine months of the year. Whilst the delivery of activity and rate progress was not as planned, we have still seen beneficial outcomes of work around compliance and Preparing for Adulthood.

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

We have supported the co-production of the Autism Policy Refresh, which is to become the Cambridge All-Age Autism Strategy, in conjunction with Autism Centre for Excellence.

### 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.

### National

We seek every opportunity to ensure national policy and decision makers are well informed by providing insights on behalf of Cambridgeshire's parent carers.

Covid and the practical issues for families of SEND children and young people have dominated our work this year. We completed a piece of work on parent carer issues during Covid with one of Her Majesty's Inspectors who was attached to Cambridgeshire. We

provided Covid issues reporting for the NNPCF to share with Ministers and proactively approached the DfE to seek Departmental correspondence with parent carers after which a Ministerial letter was issued. We joined the LA on a call to DfE to talk about issues arising from children returning to school. We wrote to the DfE on several occasions to provide a parent carer perspective on the practical challenges of living through a pandemic – how conflicting national and local guidance, combined with operational issues, effects the offer and the quality of the offer for our children.

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

We have been working hard over the last three years to secure our financial future to ensure we can continue to be here for parent carers in Cambridgeshire. We had 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. This proved invaluable as we dealt with the challenges presented by the pandemic.

We are in year one of 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.

The Opportunities Area extended the work they commissioned from us and extended the work for a further six months.

We secured funding from Pears Foundation and Department for culture, Media and Sport to deliver a Covid-related programme. We chose to use our funding to deliver additional new support around welfare benefits, as well as support to address the needs of children with anxiety and challenging behaviour.

We will continue to need to find new income streams to deliver specific projects including a Pinpoint Benefits Project.

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 and the Mayor Of St Ives' Charities. We also greatly appreciated the Covid specific grants from Tesco and Pears Foundations and the Department for Media, Culture and Sport.



## OUR FIGURES

**Income and Endowments:**

Donations and Legacies	£128,872
Charitable Activities	£50,764
Investment Income	£0
<b>Total Income</b>	<b>£179,636</b>

**Expenditure:**

Expenditure on charitable activities unrestricted funds	£22,781
Expenditure on charitable activities restricted funds	£104,364
Expenditure on charitable activities	£127,146
<b>Total Expenditure</b>	<b>£127,146</b>

**Net income and net movement in funds: £52,490**

**Reconciliation of funds:**

<b>Total funds brought forward</b>	<b>£90,237</b>
Restricted funds carried forward	£43,957
Unrestricted funds carried forward	£98,771
<b>Total funds carried forward:</b>	<b>£142,728</b>



## ANNUAL REPORT FORWARD LOOK

### **Plans for 2021-2022 and beyond**

The year ahead will be one where we will realign our plans to be responsive to the challenges of parent carers, their children and young people 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. We will continue to work with other groups and organisations to reach as many families as possible.

### **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 these 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 in 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 and 18th June**

**With you at every  
step**



**Booking via our website  
<https://bit.ly/3u52e3E>**