

EARLY HELP


strategy for children (aged from birth to 18)
and their families



Our vision for
2030



bromley.gov.uk/earlyhelp



We want Bromley to be an excellent place for children to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.

Please note:

Some percentages will add up to more than 100% due to rounding.
All photos of children and families are stock imagery.

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Executive summary

Welcome to Bromley's first Early Help Strategy for Children and Families which provides our vision for 2030.

We have published this strategy at a time when the country is emerging from a global pandemic that has significantly impacted on the childhood of our young residents. Like all local authorities, we continue to manage the ongoing change and challenges on us as we transition from pandemic to endemic and we begin to live, work and learn with the virus in our community. The actions set out in this strategy will help us do that.



What is early help?

Simply put, by early help we mean the total support that improves a family's resilience and outcomes, or reduces the chance of a problem getting worse. Our early help services are focused on providing the right help when our families need it, whatever the age of the child.



When we talk about early help, it is easy to think that it simply relates to the early years of the child; however, this is far from the actual situation. Early help goes from pre-birth all the way through the life of the child, at all life phases.

Early help has many benefits – both to the child and to their family directly, as well as to society as a whole. It focuses on supporting four key aspects of a child's development as these have the potential to make the biggest difference and provide benefits throughout their life:



Physical development

gross and fine motor skills, healthy bodies and healthy lifestyles



Cognitive development

confidence in own abilities, communication and language skills



Behavioural development

self-regulation, impulsivity, respect, and safe life choices and decision making



Emotional development

social connections, emotional wellbeing, self-esteem and mental health



Building on these, early help often targets four additional ‘threats’ to a child’s development. These threats are strongly associated with adverse outcomes during adolescence and adulthood:



Child maltreatment

neglect, physical, sexual and emotional abuse, and fabricated or induced illness



Substance misuse

the direct and indirect effects of alcohol and other drugs on children



Risky sexualised behaviour

unhealthy relationships can encourage or develop into risky sexual behaviour



Contextual safeguarding

the negative influence of a whole range of environments and people outside of their family or home environment, such as in their school or college, in their local community, in their peer groups or online

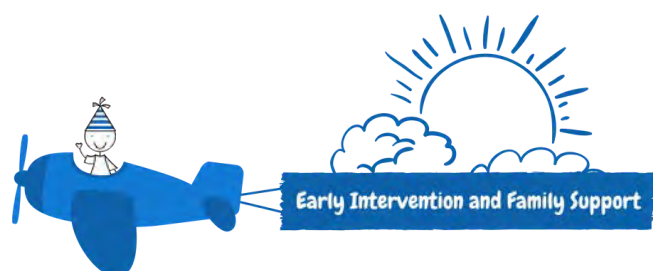
In addition, early help is proven to have financial benefits for society. The costs of ‘late intervention’ in Bromley has been estimated as £83 million per year – or £256 per person.

This is the acute, statutory and essential benefits and services that are required when children experience significant difficulties in life, many of which might have been prevented through earlier intervention.



Early help in Bromley

Bromley has well-established and mature early help arrangements in place which make a difference to children and families. At the heart of this are our Early Intervention and Family Support (EIFS) and universal health visiting services.



Bromley 0 to 19 Public Health Service

Our early help approach is shaped around our commitment of shifting the balance of power, so our work is increasingly family-led and not led by practitioners. An element of this involves families being supported to come together to utilise their own resources and strengths to overcome their challenges.

Quality work with families already takes place across Bromley, day in and day out, by schools, health services, children and family centres, early years' settings, community services and support, and a range of other agencies and services.

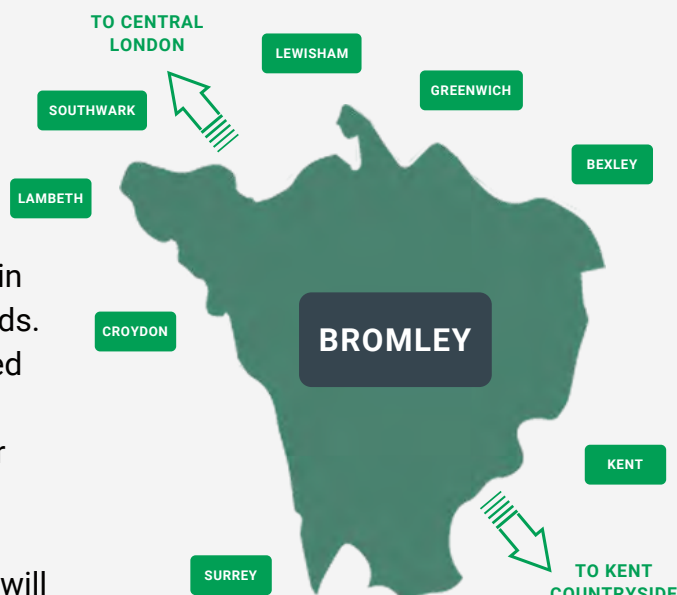


Our borough

People living in our borough

There are approximately 330,000 people living in our borough in an estimated 135,036 households. Approximately 73,400 of these are children aged 18 and under. 31% of our resident children are estimated to be as being from a Black, Asian or other ethnic heritage.

We are expecting that the number of residents will grow by 4% between 2021 and 2041 (341,000) with the number of children expected to decrease to 62,500 by 2041.



Living healthy and well

Although Bromley is the 4th least deprived of the 33 London Boroughs with average earnings for full time workers of £787 per week, 13% of children live in low-income families. 8.3% of households in Bromley do not have an adult in paid employment.

3% of our school pupils have social, emotional and mental health needs and around 3,800 referrals were made to the Bromley Y 'front door' service in 2021/22. More than 20% of pregnant women in Bromley reported a history of mental ill health at booking for pregnancy care and GP data shows that recorded depression in adults is the third highest in London and the rate is increasing. The rate of teenage conceptions in our borough was 9.8 per 1,000 in 2020 for those aged under 18. The proportion of infant deaths in our borough was 2.9 per 1,000 in 2018-20.

During 2019/20 there were 4,776 domestic abuse incidents (where a crime has not been committed but is recorded for intelligence purposes, such as a verbal argument).

Family support

More than 97,000 people used our Children and Family Centres in 2019/20 (the last full year prior to the COVID-19 pandemic). 972 families were supported by the Bromley Children's Project during 2020/21 which incorporated over 1,700 children. 493 family support assessments were completed during 2020/21 and 588 Common Assessment Frameworks (CAF) were completed during 2021/22.

Education and learning

97% of our primary and secondary schools are 'Good' or 'Outstanding' and 99% of our Early Years settings graded 'Good' or 'Outstanding'.

The Average Attainment 8 score for all pupils in the borough was 50.8 and 51% of pupils in Bromley achieved Grade 5 or above in the 2017 reformed English and maths GCSEs. 75% of pupils in primary school met the expected standard in 2019. The educational attainment of children who are eligible for Free School Meals is below that of the average population which is also reflected in our early years' cohort.

314 children were electively home educated in 2019/20 and the Education Welfare Service (EWS) received 530 Child Missing Education referrals and 1,980 'Intention to Delete from School Roll' notifications.

Our vision for 2030

This strategy is rightly ambitious for us and for our children. The targets we have set out describing what our early help offer will look in 2030 will challenge us; however, by working together with our partners, our families and our children, we are confident that they can all be achieved.

Every day we are collectively working to make Bromley an excellent place for children to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home. We have a clear dream which will help us to achieve this:



Our early help ecosystem makes sure that every child in Bromley has a bright, safe and optimistic future

During the lifetime of this strategy, we will be working to achieve four interlocking ambitions. Each ambition is focused on one of the four quadrants that make up our early help model - our children, our families, our practitioners and our resources:



Ambition 1: Our children experience loving and safe homes with consistent and positive parenting which nurtures them and helps them flourish

We believe that although our children are all different, they all have the same needs – they need loving, secure and stable homes which provide consistent and high-quality trusted relationships.

Most of our families can provide this environment with minimal input and support from services outside of their family and friends, and the borough's offer of universal services. There are some families though that require additional help and support from specialist and targeted services for short-term periods to help them through a period of trouble and problems.

In addition, there are other families who require more intense support due to their complex and enduring needs. Where our early help provision cannot solve these issues directly, the professionals supporting the family will help them to transition into the borough's targeted and specialist services.



Ambition 2: Our families are informed about the range of services and support available to them, and how to use them when they need it, so they can be in control of their own lives

We believe that our families want to be in control of their own lives and be as self-sufficient as possible. That's why we will provide a range of accessible information to help them to make informed choices about their lives.

Most of our families will need to be able to find and use the borough's universal offer. However, there are some families that will need to be made aware of the specialist and targeted services that are available across the borough which is why we will have several sources of specialist information.

We understand that some families and some individual family members will go through periods of feeling isolated and alone, especially at points when they are experiencing difficulties or life changes. We will help all our residents to feel part of their community and to be able to find the right help for them, so they feel more connected.

Our professionals will understand the range of services available and will be able to refer families swiftly and successfully to the appropriate targeted and specialist services when required.



Ambition 3: Our practitioners work within a culture that embraces relational and compassionate practice where the strengths of our families are understood and built upon

We believe that our families must be in control on their lives and their support. We will make sure that the wishes and feelings of every child and their family is consistently sought, heard and considered.

We will engage in purposeful, open and compassionate work with the whole family system. Our children and their families will benefit from consistent relationships with practitioners who understand what must change and who strive for inclusive involvement.

We will use reflective, critical thinking and analysis to evaluate and integrate multiple sources of knowledge and support options. We will gather evidence to create and co-produce meaningful assessments and plans with families. We will build self-efficacy in families. We will promote significant and sustained change in families that is proportionate to the risks of harm identified.



Ambition 4: Our resources are focused on providing responsive, dynamic and holistic integrated services across health, education and social care which identify need and provide support at the earliest opportunity to meet needs and prevent escalation of concern

We believe that we can have a bigger and more effective impact by investing in supporting our families to be self-sufficient and providing the right targeted help at the points when they need it. In Bromley we have a successful and highly achieving range of universal services that are available for all our families. These are well resourced and have proven impact for most of our families. This support will be co-ordinated across health, education and social care agencies.

We are using our organisational intelligence and the views of our families to provide a range of targeted services for those who have additional needs.

Where required, we are providing a sufficient and effective range of specialist services that can step in at the right time to have the biggest impact. These services will then seek to support our families and help them to move back through the levels of support.

Welcome

Welcome to Bromley's first Early Help Strategy for Children and Families – our vision for 2030.

This strategy is written at a time when the country is emerging from a global pandemic that has significantly impacted on the childhood of our young residents.

The impact of this pandemic will continue to be felt for a considerable time to come. Our children have faced many challenges including remote education, isolation, anxiety, and digital and physical poverty. Our families have shared the challenges of balancing work and home schooling, meeting the educational, emotional and physical needs of their children, and many have been living on reduced income as a result of businesses closing or furloughing their staff.

For those children who have additional needs, such as special educational needs and disabilities, emotional mental health or behaviours that challenge, the lack of access to the normal specialist help and care has led their parents to stress and burn out. And for those with emerging needs, access to help and support from early help services have been impacted.

For those children at risk of harm, the removal of the line of sight from schools, youth clubs and children's centres has potentially hidden issues.

Like all local authorities, we continue to manage the ongoing change and challenges on us as we transition from pandemic to endemic and we begin to live, work and learn with the virus in our community. The actions set out in this strategy will help us do that.

We are ambitious for all our children in our borough, and we have high aspirations for them and their families. Every day we are collectively working to make Bromley:



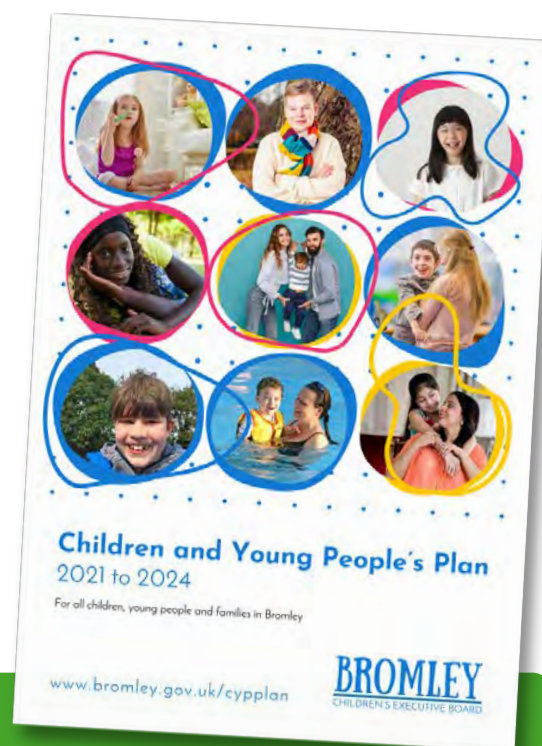
An excellent place for children to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home



During 2021 we worked with our partners to develop and publish our latest Children and Young People's Plan (CYPP) covering the three-year period to 2024.

Our CYPP sets out a clear priority to develop high quality and effective targeted early intervention and universal services. We know that providing timely, tailored and holistic support is vital in supporting our children and their families.

We believe that investing to meet the needs of children and their families earlier is more effective. It helps to prevent issues building up as well as helping to identify problems as early as possible.



You can read the CYPP by visiting:

bromley.gov.uk/cypplan

This strategy will help us do that by setting out what we are doing to strengthen and enhance our early help offer for children and our families across the borough. Through this strategy we are setting out what our families can expect from us over the next five years – in essence, how we will make sure that every child and family that needs our help gets the right help in the right way at the right time.

Our approach has been shaped around our simple dream for our children and families:



Our early help ecosystem makes sure that every child in Bromley has a bright, safe and optimistic future

During the lifetime of this strategy we will be working to achieve four interlocking ambitions. Each ambition is focused on one of the four quadrants that make up our early help model - our children, our families, our practitioners and our resources.



OUR CHILDREN

Our children experience loving and safe homes with consistent and positive parenting which nurtures them and helps them flourish



OUR FAMILIES

Our families are informed about the range of services and support available to them, and how to use them when they need it, so they can be in control of their own lives



OUR RESOURCES

Our resources are focused on providing responsive, dynamic and holistic services targeted at the true needs of our families



OUR PRACTITIONERS

Our practitioners work within a culture that embraces relational practice where the strengths of our families are understood and built upon

This strategy is rightly ambitious for us and for our children. The targets we have set out describing what our early help offer will look in 2030 will challenge us; however, by working together with our partners, our families and our children, we are confident that they can all be achieved.

Richard Baldwin

Director of Children, Education and Families



What is early help?

Early help is how we describe our approach on a whole range of individual social, health and educational issues when providing support to our children and their families as soon as problems emerge or re-emerge.

Simply put, by early help we mean the total support that improves a family's resilience and outcomes, or reduces the chance of a problem getting worse. Our early help services are focused on providing the right help when our families need it, whatever the age of the child. Early help goes from pre-birth all the way through the life of the child, at all life phases.

We are focused on providing services:



Early in the
life of a problem

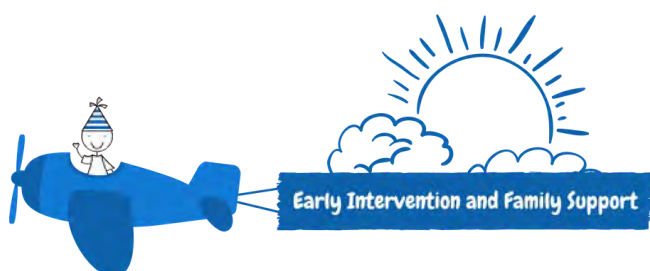


Early to respond
if problems
re-emerge



Early to avoid the
need for statutory
intervention

Early help is a collaborative approach not a provision. It relies on our local partners working together effectively with our families to identify who needs help and then to meet their varied needs. Our Early Intervention and Family Support Service (EIFS) and universal health visiting service take a leading and proactive role in this provision.



Bromley 0 to 19
Public Health Service

The benefits of early help

Early help has many benefits – both to the child and to their family directly, as well as to society as a whole.

Life outcome benefits

Early help approaches often focus on supporting four key aspects of a child's development as these have the potential to make the biggest difference and provide benefits throughout their life:



Physical development

Gross and fine motor skills, healthy bodies and healthy lifestyles

Children develop their physical skills and abilities from birth and throughout their childhood. Physical development provides the basis for positive development in all other areas. Gross and fine motor experiences develop incrementally throughout early childhood, starting with sensory explorations and the development of their strength, coordination and positional awareness. The skills provide the foundation for developing healthy bodies and healthy lifestyle choices.



Cognitive development

Confidence in own abilities, communication and language skills, attainment in education and entry into the workforce

The development of cognitive skills is essential for the life outcomes of each and every child. From birth, children start to acquire speech and language skills which help them to engage with the world around them. An ability to read and write, numeracy capabilities and understanding of logical problem-solving are essential underpinning skills for a successful and happy life. Positive cognitive development is strongly associated with a child's success in school and entry into the workforce.



Emotional development

Social connections, emotional wellbeing, self-esteem and mental health

Children develop their emotional skills from births by watching and learning from the adults around them. Secure, stable and loving homes offer children the best possible start in their lives. Social and emotional development involves children's awareness of their own emotional needs and the emotional needs of others. It also encompasses the development of their self-esteem and their ability to manage negative feelings. What's more, it is strongly associated with a child's ability to form positive relationships with others and a reduced risk of depression and other mental health outcomes.



Behavioural development

Self-regulation, impulsivity, respect, and safe life choices and decision making

Behavioural development involves a child's ability to monitor and regulate their own behaviour, attention and impulses. Self-regulatory skills are highly associated with an ability to form positive relationships with others, as well as success in school and later life. Difficulties in behavioural self-regulation during childhood are highly predictive of children's involvement in criminal activity during the teenage years and adulthood. As children develop their skills, they learn how to manage impulsive behaviours and thoughts, and develop respect for themselves and others around them. These factors ensure that they can make a positive impact on their local community.



Things to be aware of

Building on these, early help often targets four additional 'threats' to a child's development. These threats are strongly associated with adverse outcomes during adolescence and adulthood:



Child maltreatment

Child maltreatment includes neglect, physical, sexual and emotional abuse, and fabricated or induced illness. All aspects of the child's health, development and wellbeing can be affected. The effects of child maltreatment can last throughout adulthood and include anxiety, depression, substance misuse, and self-destructive, oppositional or antisocial behaviours. In adulthood, there may be difficulties in forming or sustaining close relationships, sustaining employment and parenting capacity. Physical abuse may result in lifelong disability or physical scarring and harmful psychological consequences and may even be fatal.



Substance misuse

Children who are using and misusing substances will often continue this into adulthood. Health inequalities relating to substance misuse are evident, with vulnerable groups (such as those excluded from school, young offenders and care leavers) far more likely to experience substance misuse problems. Factors that contribute to the emergence of substance abuse in children include behavioural, emotional, and environmental factors. The direct and indirect effects of alcohol and other drugs on children lead to many adverse health and safety risks for the child, their family and community. The younger a child initiates alcohol and other drug use, the higher the risk for serious health consequences and adult substance abuse.



Risky sexualised behaviour

Children form bonds with others at all stages of their development. Forming healthy, positive relationships help children feel safe and supported as they grow up. But being in an unhealthy relationship negatively affects a young person's wellbeing. Unhealthy relationships can encourage or develop into risky sexual behaviour. This puts people at risk of Sexually Transmitted Infections (STIs), unplanned pregnancy, and being in a sexual relationship before being mature enough to know what makes a healthy relationship. Teens and young adults are at higher risk of this than adults.



Contextual safeguarding

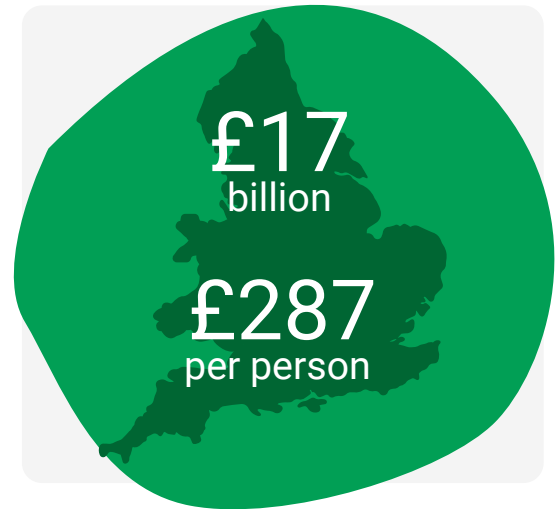
As children grow and develop, they are influenced by a whole range of environments and people outside of their family or home environment, such as in their school or college, in their local community, in their peer groups or online. Children may encounter risk in any of these environments. Sometimes the different contexts are inter-related and can mean that children may encounter multiple risks. This sometimes found within coercive relationships (where one partner exerts power and influence over the other partner as a way of trying to control their behaviour), or within young people involved criminal exploitation.

Contextual safeguarding is focused on understanding these risks, engaging with the child and helping to keep them safe. It's an approach that's often been used to apply to adolescents, though the lessons can equally be applied to younger children, especially in today's changing world.

Financial benefits

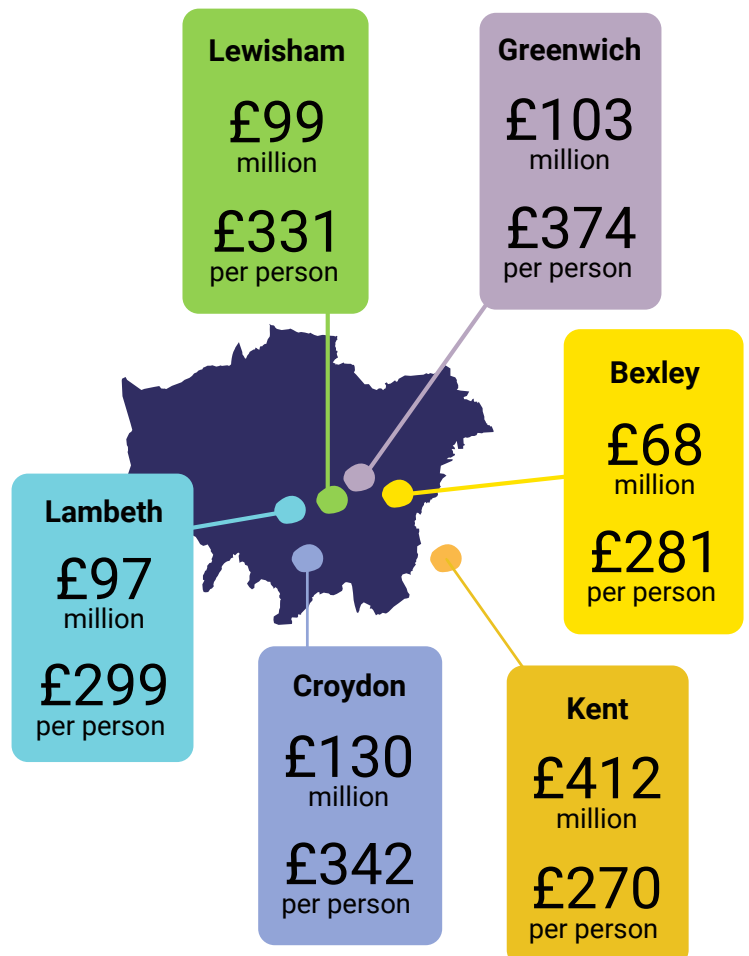
The Early Intervention Foundation (EIF) undertook research in 2016 to understand and quantify the costs of 'late intervention' [1]. This is the acute, statutory and essential benefits and services that are required when children experience significant difficulties in life, many of which might have been prevented through earlier intervention.

Nearly £17 billion per year – equivalent to £287 per person – is spent in England and Wales by the state on the cost of late intervention.



In Bromley, this figure was calculated as £83 million per year – or £256 per person.

This is significantly lower than many of our neighbouring authorities:

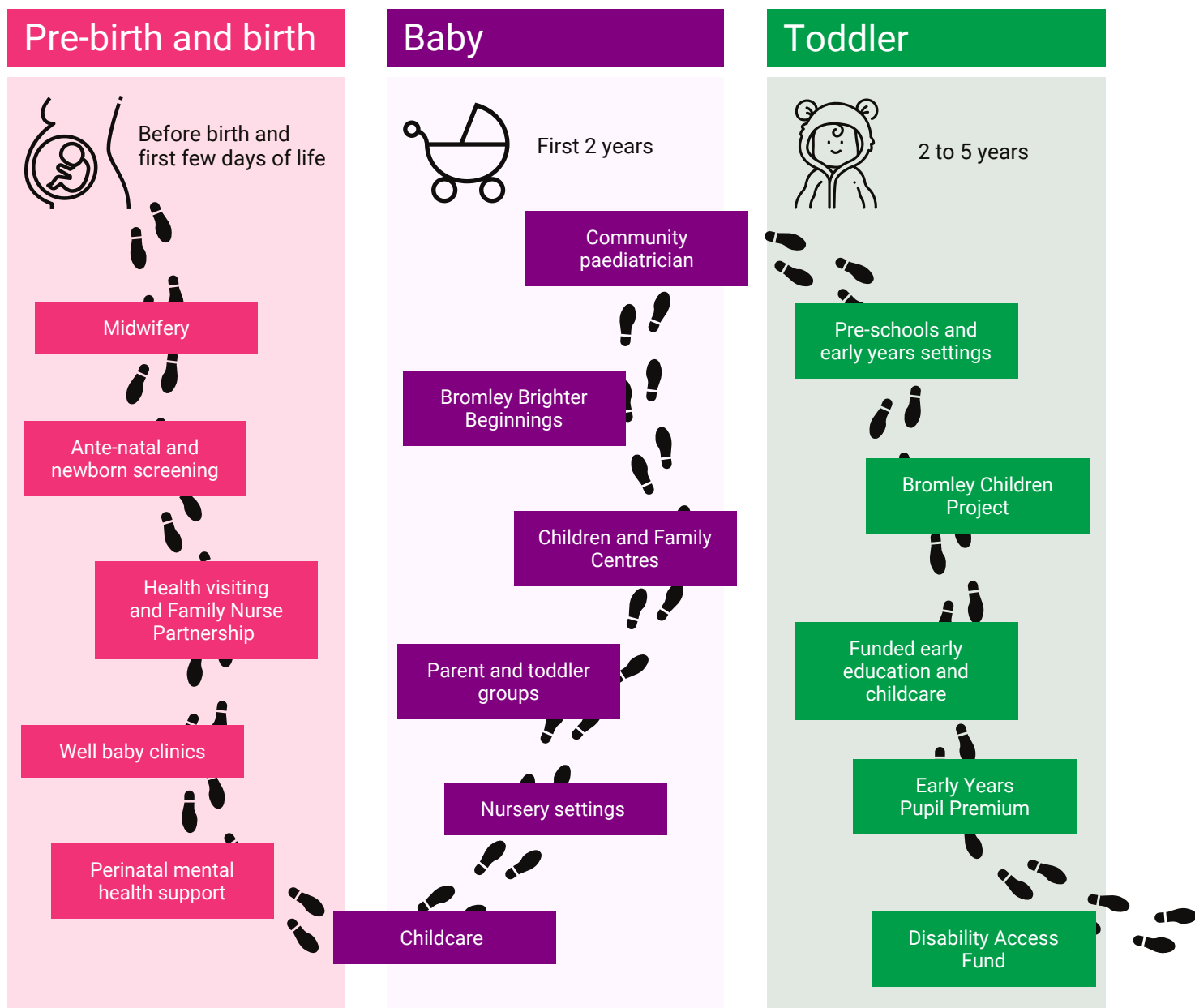


Source: The cost of late intervention: EIF analysis, Early Intervention Foundation, 2016 (eif.org.uk/report/the-cost-of-late-intervention-eif-analysis-2016)

Early help, at every age

When we talk about early help, it is easy to think that it simply relates to the early years of the child; however, this is far from the actual situation.

We have provided a child's life map to illustrate examples of what early help services can be useful at different ages. This is in addition to the universal services available across the borough, such as schools and GPs. This is not a comprehensive list and is only for illustrative purposes. You should check eligibility requirements (including ages) with the services directly.



To find local services, visit:



- bromley.gov.uk
- bromleyparentinghub.org.uk
- bromley.gov.uk/localoffer
- bromleyiass.org.uk
- bromley0to19.co.uk
- bromleytherapyhub.org.uk
- bromley.simplyconnect.uk

Primary



5 to 11 years

Speech and Language Therapy

Pupil Premium

School nursing

Senco support

Common Assessment Framework

Teens



11 to 18 years

Bromley Y

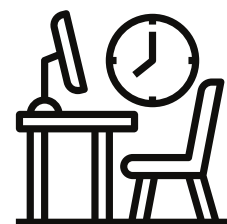
Sexual health service

Youth support programme

Youth justice service

Preparing for adulthood

Adulthood



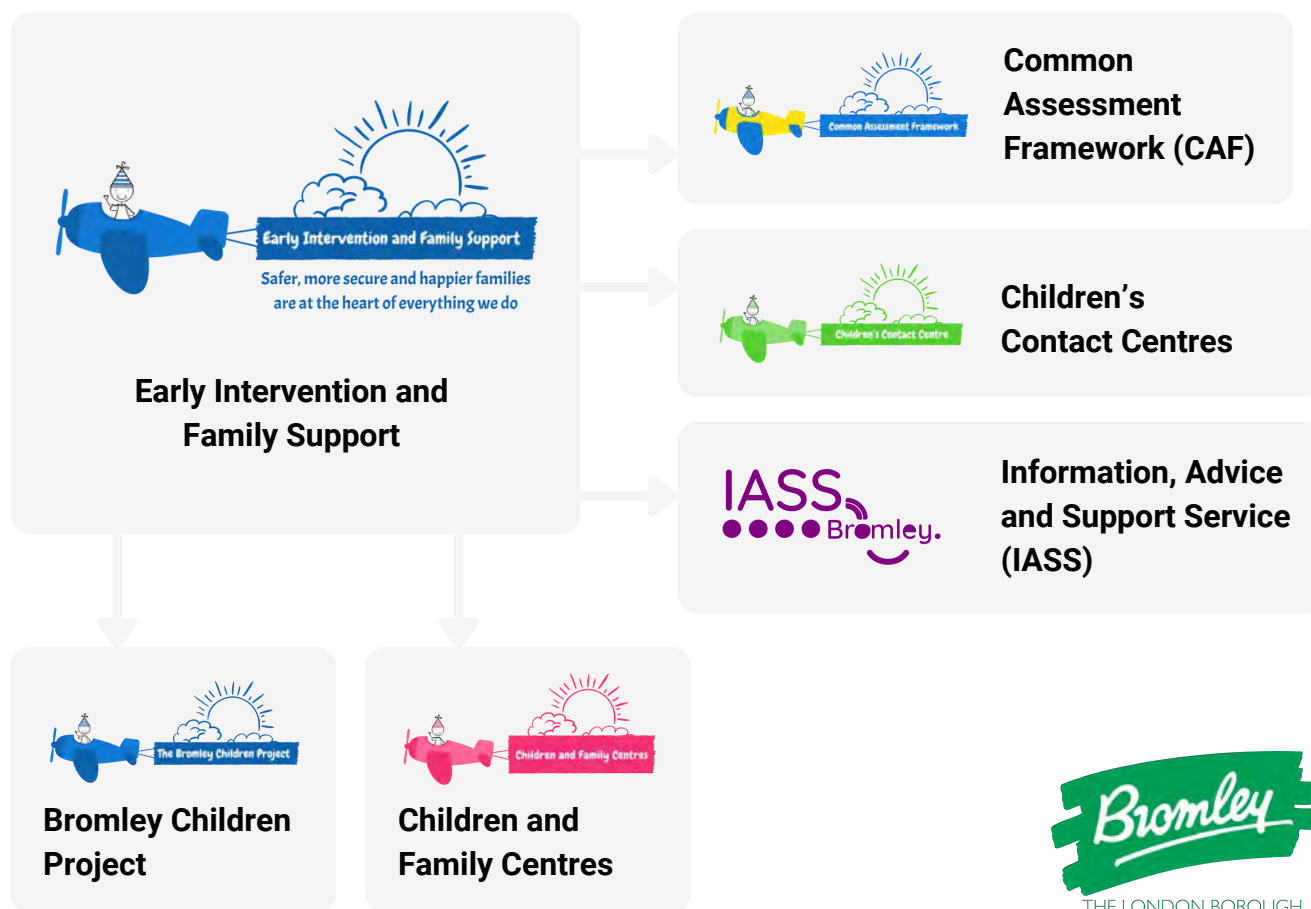
Early help in Bromley

Bromley has well-established and mature early help arrangements in place which make a difference to children and families.

At the heart of this are our Early Intervention and Family Support (EIFS) and universal health visiting services. We believe that our continued investment in our early help services is critical to successfully diverting children away from statutory intervention. This gives us strong foundations which we can build on over the lifetime of this strategy.

Early Intervention and Family Support

Our EIFS offers a range of support through a single team shaped around five elements:



1 Bromley Children Project

Family support, parenting courses and seminars, and a parenting hotline, along with quality targeted parenting and one to one family support

2 Children and Family Centres

A wide range of services, activities and support for all families with services targeted at children aged under 18 and expectant parents

3 Common Assessment Framework (CAF)

A whole family assessment tool for all professionals supporting families so the family only have to “say it once”

4 Children’s Contact Centres

Safe, neutral, welcoming spaces for children to spend time with parents, or other people important to them, such as grandparents

5 Information, Advice and Support Service (IASS)

Advice and support for children who have disabilities and special educational needs and their families

Health visiting service

Our health visiting service is part of the Bromley 0 to 19 Public Health Service provided by Bromley Healthcare. It supports parents and carers to give their babies, children and young people the best possible start in life.

The service provides:



a series of ten health checks, starting with an antenatal contact



advice and support about a child's development, growth, healthy eating, physical activity, emotional wellbeing and immunisations



an antenatal visit before the baby is due and appointments and support during the first few years of a child's life

**Bromley
Healthcare**
better together

**Bromley 0 to 19
Public Health Service**



A collaborative approach

Our early help approach is shaped around our commitment of shifting the balance of power, so our work is increasingly family-led and not led by practitioners. An element of this involves families being supported to come together to utilise their own resources and strengths to overcome their challenges.

Quality work with families already takes place across Bromley, day in and day out, by schools, health services, children and family centres, early years' settings, community services and support, and a range of other agencies and services.

The following image illustrates the early help ecosystem across our borough. Split into four layers, it can help you to visualise the collective nature of early help which, by working together, helps create nurturing homes and thriving childhoods:



Black - The child and the family at the centre



Green - Support by their relatives, friends and local community that help keep them resilient and build on their own strengths



Magenta - Universal services such as schools, GPs, employment and social support are shown in across four life areas – health, community, learning and money



Wine - The more specialist services that dip into early help and which families can use when they have more complex needs



THE BROMLEY EARLY HELP ECOSYSTEM











Children and families at the heart



- Family and friends
- The local community
- Charities and support groups
- Local businesses
- Faith groups
- Online help and support
- The local neighbourhood



 2 hospitals	 8 well baby clinics	 44 GP surgeries
 50+ dentists	 1 maternity service	 50+ opticians
 60 pharmacies	 1 school nursing service	

UNIVERSAL SERVICES



 3 country parks	 26 railway stations	 20+ bus routes
 15 libraries	 6 leisure centres	 6 youth centres
 129 open spaces and parks	 6 children and family centres	

UNIVERSAL SERVICES

ADDITIONAL SUPPORT SERVICES

 Emotional and mental health	 Therapists	 A&E
 Ambulance	 Community paediatrics	 Housing care
 Family Nurse Partnership	 Speech and language	 Sexual health

 Youth justice system	 Social care	 Fire and rescue
 Police	 Probation	 Drug and alcohol misuse
 Domestic abuse	 Housing advice	 Social housing

ADDITIONAL SUPPORT SERVICES

THE BROMLEY EARLY HELP ECOSYSTEM



Children and families at the heart



Family and friends

The local community

Charities and support groups

Local businesses

Faith groups

Online help and support

The local neighbourhood



17 industry groups



78% adults in employment



15,000+ business



500+ voluntary organisations



2 local learning shops



£787 average weekly earnings



470 childminders



88 nurseries



101 pre-schools



78 primary schools



19 secondary schools



16 independent schools



28 sixth form centres



1 further education college



1 adult education college

UNIVERSAL SERVICES

UNIVERSAL SERVICES

ADDITIONAL SUPPORT SERVICES

ADDITIONAL SUPPORT SERVICES



Jobcentre Plus



Benefits and income support



Funded early education



Supported internships



Bromley Housing Portal



Traineeships and apprenticeships



Elective home education



Special schools



Home tuition



Specialist colleges



Youth support programme



Alternative educational provision



Special educational needs

Understanding levels of need

Our early help approach in line with the Bromley Safeguarding Children Partnership’s (BSCP) Thresholds of Needs.

Early help in Bromley includes proactive and planned support for those children who are ‘stepping down’ from statutory social work interventions or specialist care.

The approach will also support those children and families who need to ‘step up’ into statutory children’s social care.



Tier 1

Children with no additional needs whose health and developmental needs can be met by universal services

Tier 2

Children with additional needs that can be met through the provision of ‘early help’ - a referral to children’s social care is NOT required

Tier 3

Children with complex multiple needs who need statutory and specialist services - a referral to children’s social care is required

Tier 4

Children in acute need - require immediate referral to children’s social care and/or the police



Children and families at the heart



Development of the baby, child or young person

including the child’s health, family and social relationships, including primary attachment, and emotional and behavioural development

Environmental factors

including access to and use of community resources; living conditions; housing; employment status; legal status

Parental and family factors

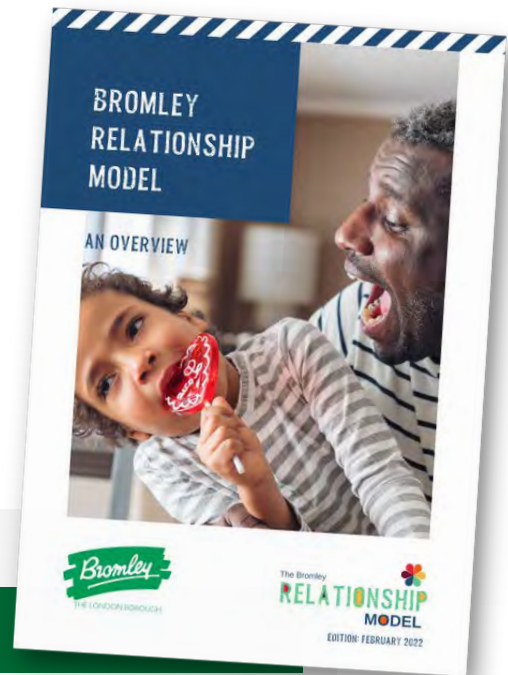
including basic care, emotional warmth, stimulation, guidance and boundaries, stability and parenting styles and attitudes, and whether these meet the child’s physical, educational, emotional and social needs

FACTORS TO CONSIDER

A relational approach

Our early help practice is driven by the Bromley Relationship Model (BRM), a tool developed by our Children’s Social Care services.

The BRM sets out how our behaviours, standards and systems help our practitioners to support our families with consistent, purposeful and engaging work.



VISION

Children and families at the centre

PURPOSE

- Protected
- Secure
- Well
- Safe

VALUES

- Respect
- Ambition
- Empower
- Learn
- Compassion

AIMS

- Purposeful, open and compassionate work
- Reflective, critical thinking and analysis
- Assessing and planning with families
- Opportunity for change and reflection
- Timescales and challenge
- Wishes and feelings

CORPORATE BEHAVIOURS

- Accountability and responsibility
- Building relationships
- Communication
- Continuous improvement

SOCIAL WORK BEHAVIOURS

- Questioning
- Equality
- Neutrality
- Clarity of role
- Communication
- Child centred
- Curiosity

ENABLERS

- Professional relationships
- Practice methods
- Practice tools
- Reflective supervision
- Learning
- Joint working

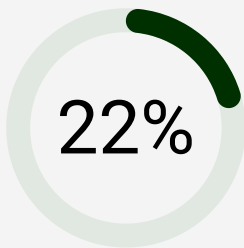
Our borough



330,000
people live in Bromley



73,400
are aged 18 and under



of the whole population



49%

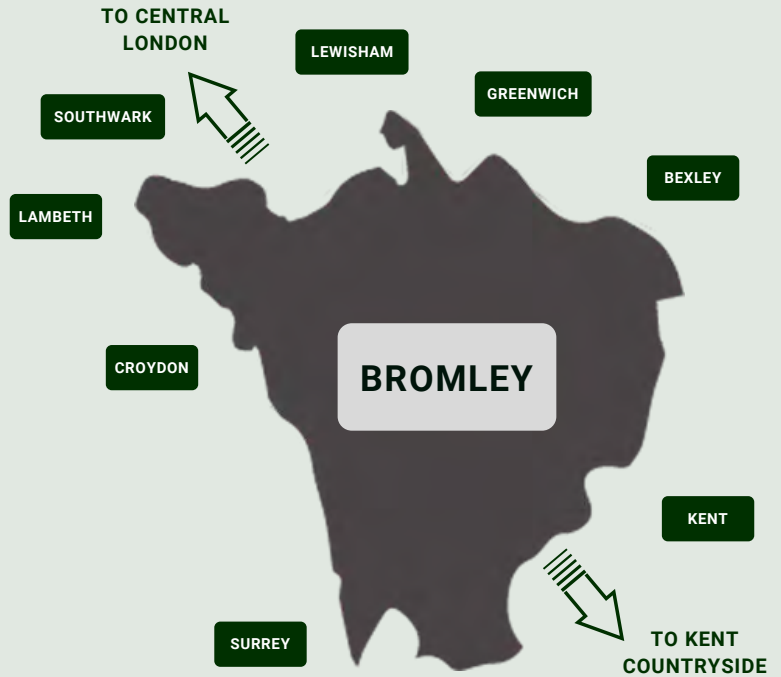
Female
(35,600)



51%

Male
(37,700)

We do not currently have data on children who have any other gender identities



Source: Phase one of Census 2021 results - First results, Official for National Statistics, 2022 (<https://census.gov.uk/census-2021-results/phase-one-first-results>)

Aged 0 to 4

26%
(19,100)



Aged 5 to 9

27%
(19,500)



Aged 10 to 14

27%
(19,800)



Aged 15 to 18

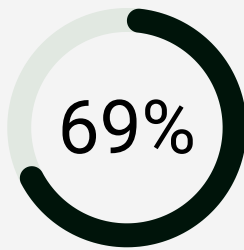
20%
(14,800)





79%

of our whole population are from White heritage



of our children aged 18 and under are from White heritage



6,500

pupils require support for Special Educational Needs



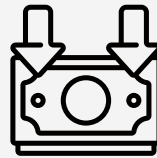
2,900

pupils have an Educational, Health and Care (EHC) plan



135,036

households



13%

of children live in low-income families



4th

least deprived London borough



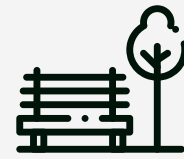
Largest

London borough by area



51%

designated as green belt land



129

open spaces and parks

Source: Various sources accessed throughout 2021 and 2022

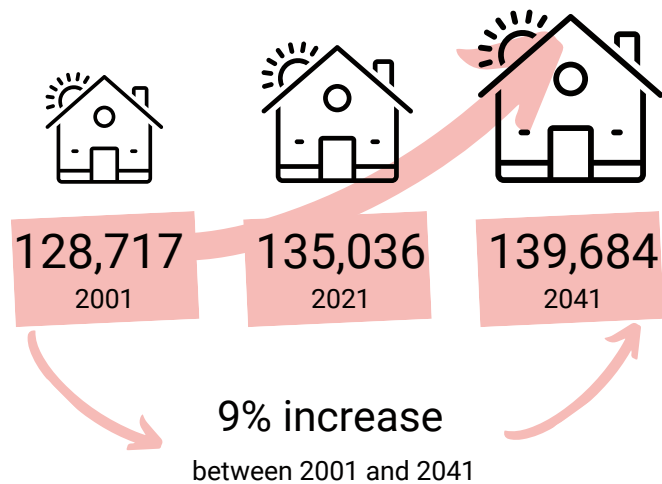


Our borough in numbers

Number of households in our borough

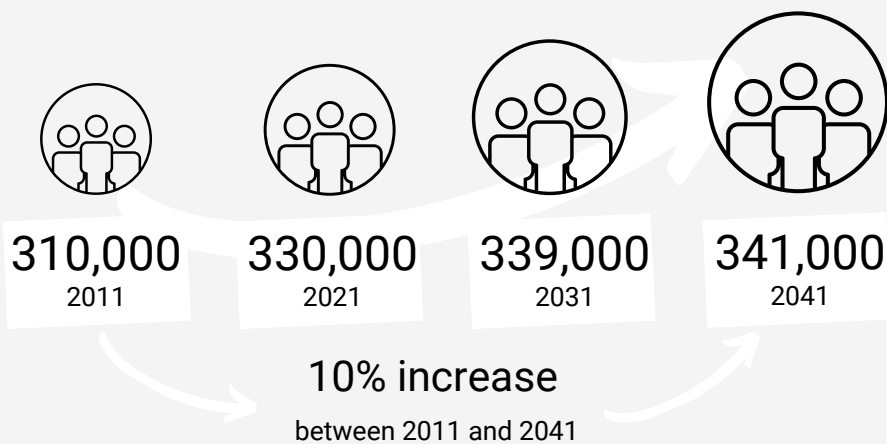
Source: Housing Strategy 2019 -2029, London Borough of Bromley

Bromley is a place where families want to live and want to raise their children. Over the past 20 years we have seen the number of households increase by 5% (from 128,717 to 135,036). It is expected that the number of households will continue to increase by 3% over the next 20 years (to 139,684).



Number of people living in our borough

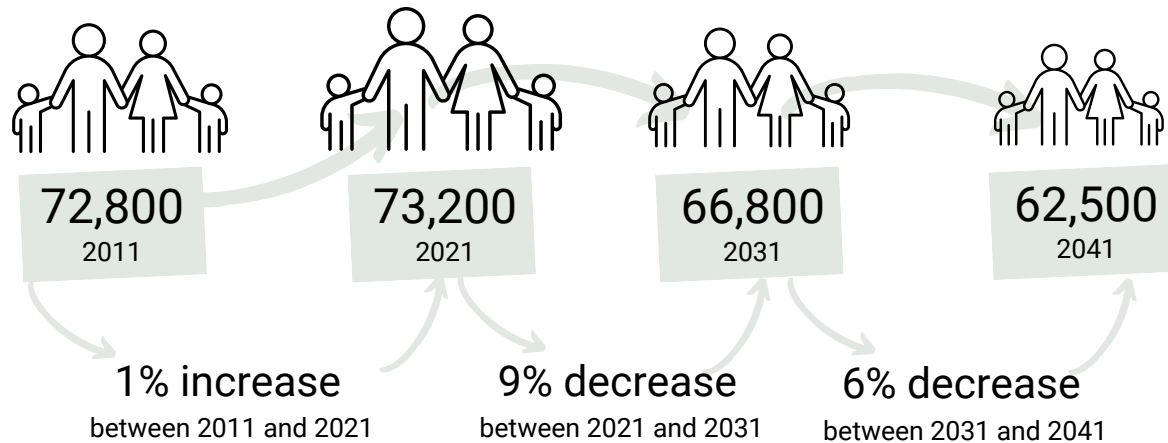
Source: London Population Projections Explorer, Greater London Authority (GLA) City Intelligence, 2022 (<https://apps.london.gov.uk/population-projections>)



Since 2011 we have also seen the number of residents increase by 6% (from 310,000 in 2011 to 330,000 in 2021). We are expecting that the number of residents will continue to grow by a further 3% between 2021 and 2031 (339,000) with a smaller increase of under 1% between 2031 and 2041 (341,000). This means that in 30 years the number of people living in our borough will have increased by 10% which equates to over 30,000 additional people.

Number of children aged 18 and under living in our borough

Source: London Population Projections Explorer, Greater London Authority (GLA) City Intelligence, 2022 (<https://apps.london.gov.uk/population-projections>)



We have seen the number of children aged 18 and under living in our borough increase by 1% (from 72,800 in 2011 to 73,200 in 2021). We are expecting that the number of children will decrease by 9% in 2031 (66,800) and then a further 6% by 2041 (62,500). Overall, we are expecting the number of children aged 18 and under living in our borough to decrease by 15% (10,700) between 2021 and 2041.

Between 2011 and 2021, the proportion of residents living in the borough who are aged 18 and under decreased by 1% from 23% to 22%. We are expecting this decrease to continue with a 2% reduction in 2031 (20%) and a further 2% reduction in 2041 (18%).

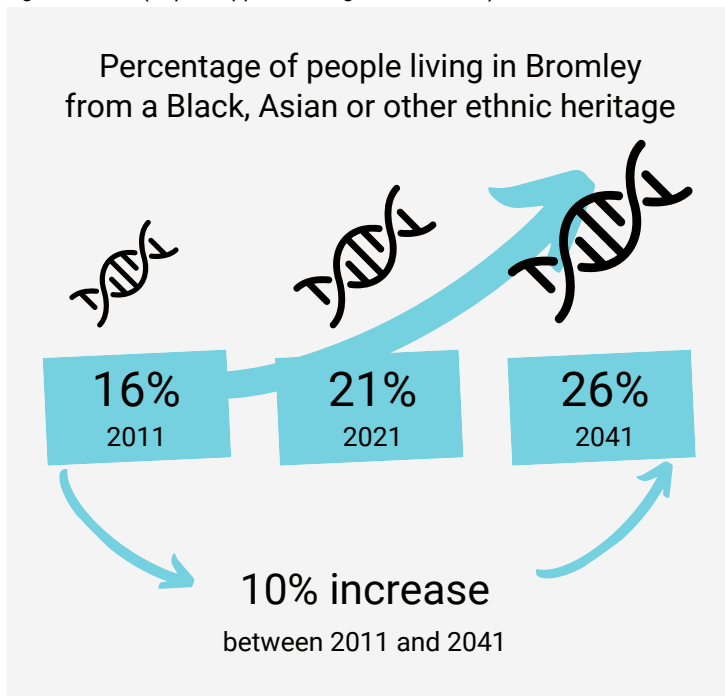


Ethnic breakdown of the people living and learning in our borough

Source: London Population Projections Explorer, Greater London Authority (GLA) City Intelligence, 2022 (<https://apps.london.gov.uk/population-projections/>); School Atlas, Greater London Authority (GLA) City Intelligence, 2020 (<https://apps.london.gov.uk/schools>)

Our borough is becoming increasingly more diverse. In 2011, 16% of people living in Bromley identified as being from a Black, Asian or other ethnic heritage. By 2021 this proportion had increased by 5% to 21%. It is expected to increase further by 2041 to 26% (a 5% increase).

Over the same time period, we have seen the number of children living in Bromley identifying as being from Black, Asian or other ethnic heritage increase by 8% from 23% in 2011 to 31% in 2021. This proportion is expected to continue to increase by a further 7% by 2041 (to 38%).



Our school population differs from our resident population as there is a significant migration of pupils from Bromley into other local authority schools and from other local authorities into our schools. In 2019, just over 4,500 children living in Bromley attended a school outside of the borough and almost 5,900 children living outside of Bromley attended a school in our borough.

This affects the proportion of children attending our schools who are identifying as being from different heritages. For example, the number of children identifying as White heritage in our schools in 2019 was 67% compared to our resident children proportion which was 70%.

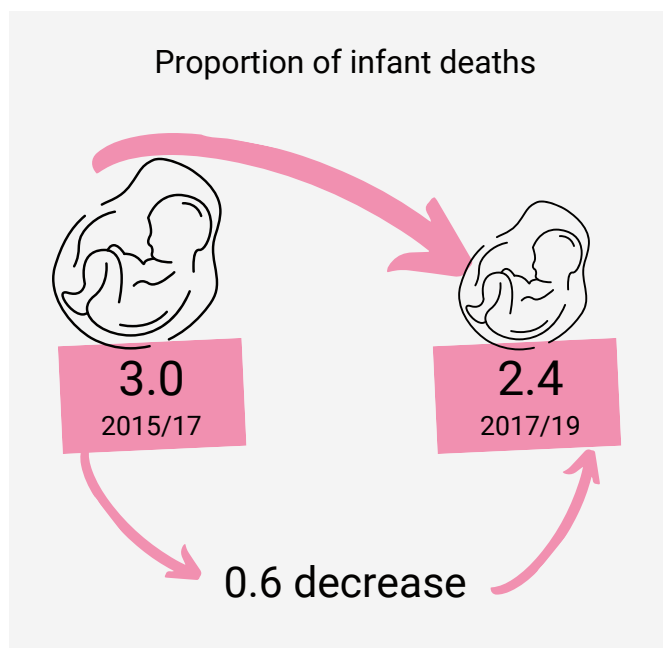
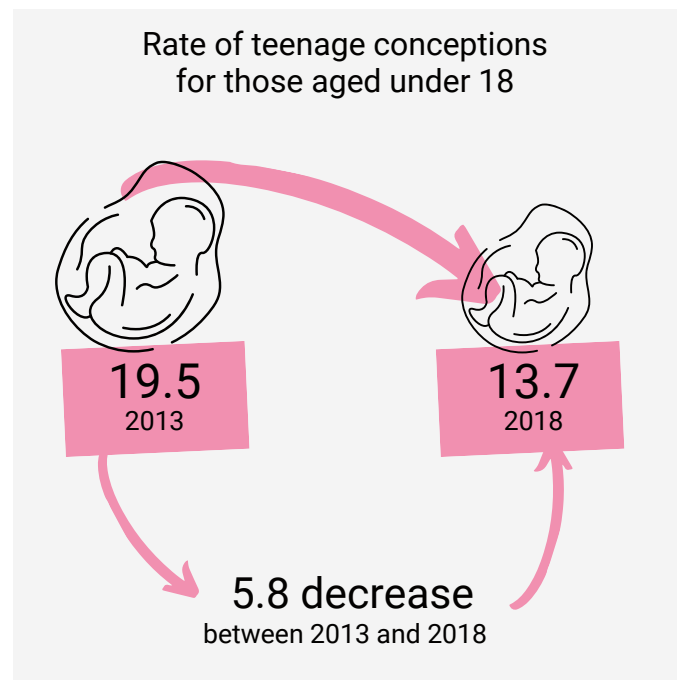


Pregnancy and birth

Source: Child and Maternal Health: Public Health dataset, Public Health England Fingertips, Public Health England, 2022 (<https://fingertips.phe.org.uk/profile/child-health-profiles/data>)

The rate of teenage conceptions in our borough decreased from 19.5 (per 1,000) in 2013 to 13.7 in 2018 for those aged under 18. During this timeframe, we also saw a decrease in the rate of under 16 becoming pregnant, from 5.5 to 2.0. Between 2015/16 and 2019/20, the rate of births by teenage mothers stayed consistent at 0.3.

The proportion of babies born underweight is below that of both the London and England averages. Additionally, the proportion of babies born prematurely (less than 37 weeks gestation) is below that of both the London and England averages.



We have seen a reduction in the proportion of infant deaths in our borough between 2015-17 (3.0 per 1,000) and 2017-19 (2.4). The borough's stillbirth rate and neonatal mortality rate are below that of both the London and England averages.

Whilst the proportion of mothers smoking in their early pregnancy is significantly lower than the England average, the proportion of mothers smoking and identifying as White heritage is above the England average.

The Family Nurse Partnership has been established in the borough for seven years and works with young parents, delivering an evidence-based programme from early pregnancy through to toddlerhood.

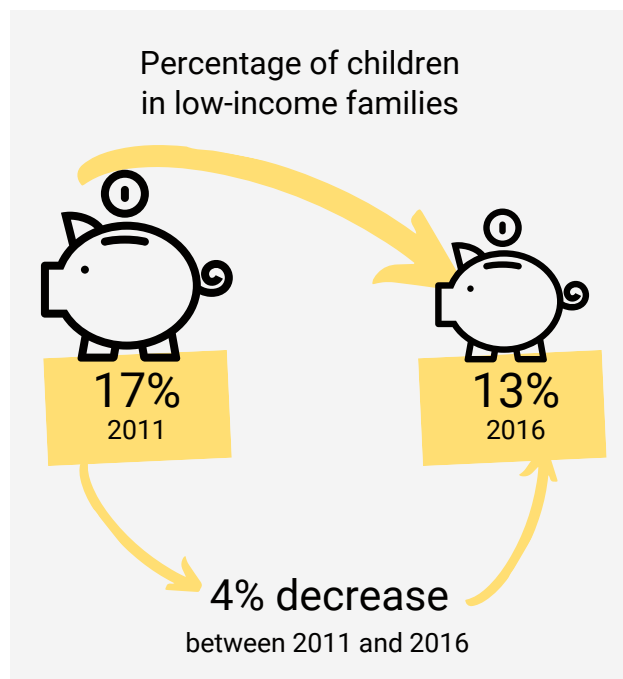
Deprivation in our borough

Source: NOMIS, 2021 (www.nomisweb.co.uk/reports/lmp/la/1946157264/report.aspx); Trust for London, 2022 (www.trustforlondon.org.uk/data/boroughs/bromley-poverty-and-inequality-indicators)

In general, Bromley is an affluent borough. We are the 4th least deprived of the 33 London Boroughs. Our average earnings for full time workers in Bromley is £787 per week which is above both the London (£728) and national (£613) averages.

However, we know that this wealth is not equally distributed across the borough and there are proportions of our families who are not as financially secure.

8.3% of households in Bromley do not have an adult in paid employment. Whilst this number compares favourably with both the London (12%) and national (13.9%) averages, this still equates to 8,700 households.



In the five years from 2011 to 2016, the percentage of children in low-income families has decreased by 3.7% from 16.7% to 13%. We want to continue this trend over the next decade.

Our six Children and Family Centres are located in the most deprived areas in our borough. This ensures that the services are within easy reach of the parts of our borough with the greatest concentration of deprivation.

Our Economic Development Plan and Regeneration strategy are aimed at creating the right environment for reducing deprivation and increasing employment options for our residents.

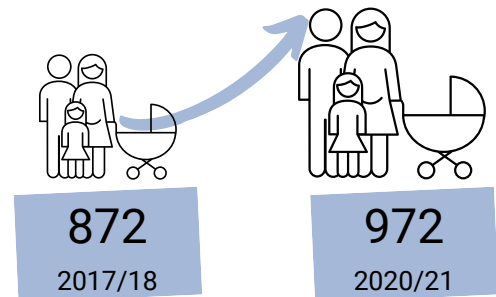


Parenting support

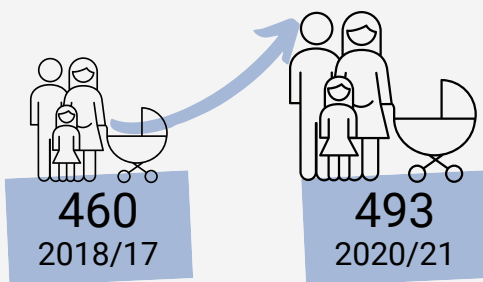
Source: Performance Reporting – Children’s Scrutiny Dataset, London Borough of Bromley, 2021 and 2022

More than 97,000 people used our Children and Family Centres in 2019/20, which was the last full year reporting year prior to the impact of central and local Government measures taken to combat the unprecedented COVID-19 pandemic.

972 families were supported by the Bromley Children’s Project during 2020/21 which has increased by 12% since 2017/18. These families incorporated over 1,700 children – an increase of 24% since 2017/18.



Families supported by the Bromley Children Project



Family support assessments completed

During 2020/21, 493 family support assessments were completed – up from 459 in 2018/19. The Bromley Children Project also supported 169 families who were stepped down from statutory social care support during 2019/20. At the same time, 46 families were stepped up from early help into statutory social care support.

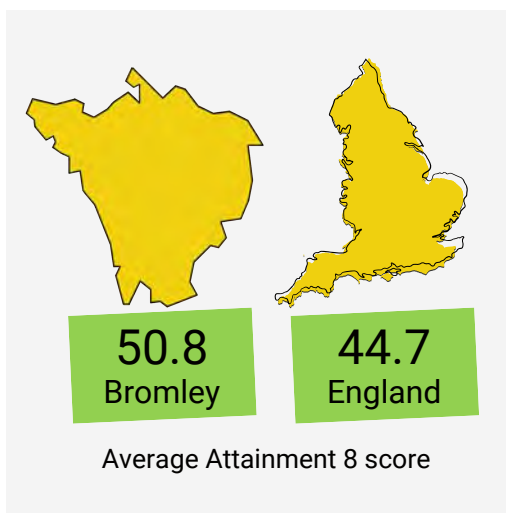
In 2021/22, 588 CAFs were undertaken which is a decrease of 21% on 2018/19 (709). 121 CAFs were stepped down from statutory social care support during 2019/20. At the same time, 215 families were stepped up from early help into statutory social care support.



Educational attainment in our borough

Source: Performance Reporting – Children’s Scrutiny Dataset, London Borough of Bromley, 2021 and 2022

Children who attend educational settings in Bromley tend to gain high levels of qualifications. Due to the changes in how the Government published attainment data during to the COVID-19 pandemic, the latest data we have is from 2019.

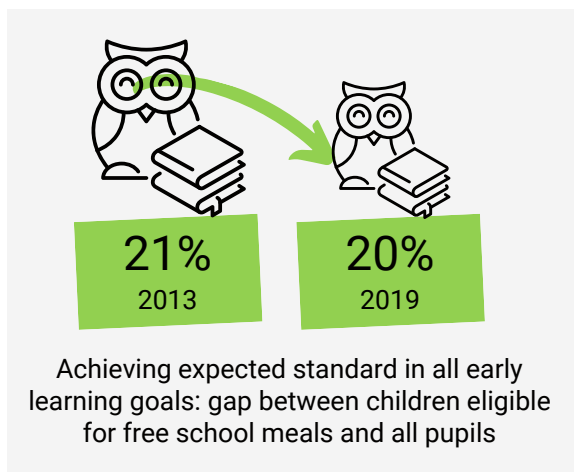
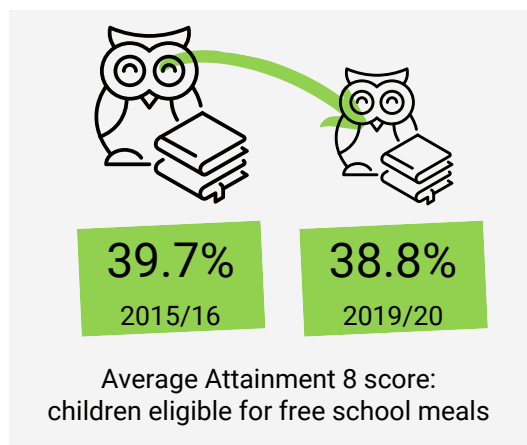


In 2019 the Average Attainment 8 score for all pupils in the borough was 50.8 which compares favourably to the England average of 44.7. 51% of pupils in Bromley achieved Grade 5 or above in the 2017 reformed English and maths GCSEs which compares to 40% across England.

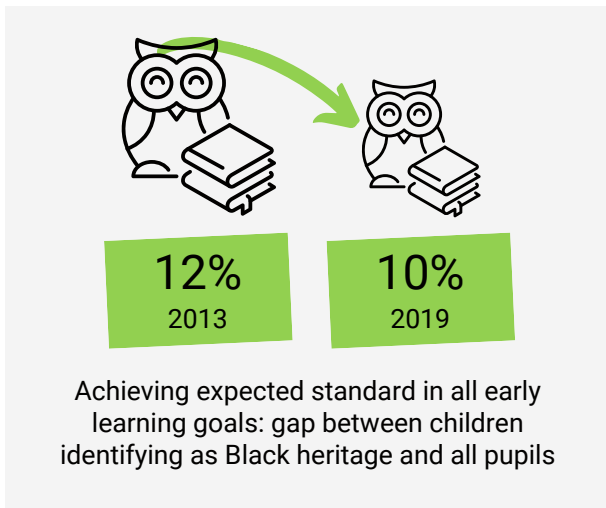
This is further reflected in the performance of our pupils at primary school where 75% of pupils met the expected standard in 2019 compared to 65% nationally.

What’s more, 97% of our primary and secondary schools are ‘Good’ or ‘Outstanding’ and 99% of our Early Years settings graded ‘Good’ or ‘Outstanding’.

However, we know that the educational attainment of children who are eligible for Free School Meals (an income related benefit) is below that of the average population. The Average Attainment 8 score for children who are known to be eligible for free school meals decreased from 39.7% in 2015-16 to 38.8% in 2019-20. At the same time, the Average Attainment 8 score of all other pupils increased from 55% in 2015-16 to 56.4% in 2019-20.

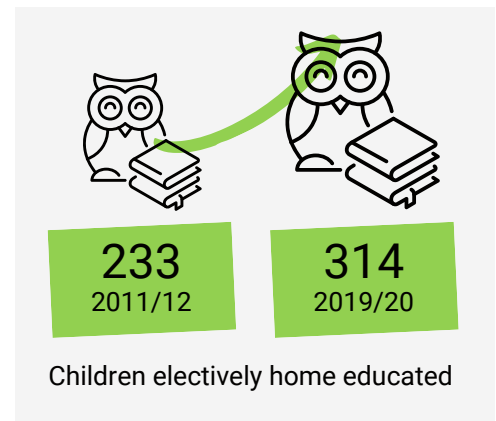


This is also reflected in our early years’ cohort. In 2013, 39% of children who are eligible for Free School Meals achieved at least the expected standard in all early learning goals (ELG) compared to 60% of all pupils (a difference of 21%). In 2019, 57% of those eligible for Free Schools Meals achieved this compared to 77% of all pupils (a difference of 20%).



This difference, albeit smaller, is also evidenced for those children who identify as being from Black heritage.

In 2013 48% of children identifying as Black heritage achieved all the ELG (a difference of 12%) which increased to 67% in 2019 (a difference of 10% on all pupils).



In 2019/20, 314 children were electively home educated which is a significant increase from 233 in 2011/12. When children are educated at home, they can often be 'unseen' by statutory services. This reduced oversight can lead to concerns being identified later or not at all. Those children and their families are offered holistic support based on their identified needs.

The Education Welfare Service (EWS) helps identify, monitor and track children missing or not receiving a suitable education. From April 2019 to March 2020, the EWS received 530 Child Missing Education referrals in total. The EWS received 1,980 'Intention to Delete from School Roll' notifications during the same timeframe. All notifications are tracked and verified before deletion is confirmed with the school and records updated.

Our Education, Training and Employment strategy is focused on helping create opportunities for our children to stay in education, training or employment as required by the law. This additionally focused on those who have additional needs and require additional support.



Emotional and mental health and wellbeing

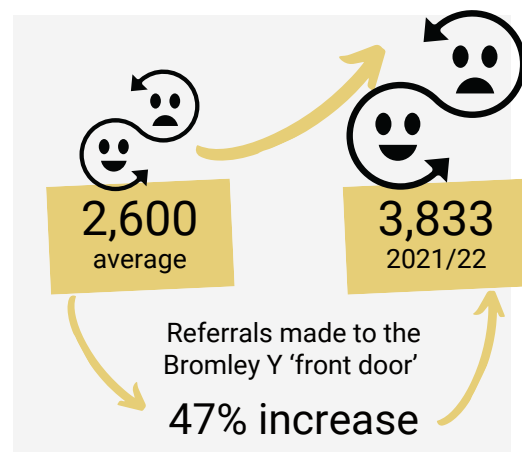
Source: Performance Reporting – Children’s Scrutiny Dataset, London Borough of Bromley, 2021 and 2022; Bromley Community Wellbeing Report Report CEF22007, London Borough of Bromley, 2022; and Child and Maternal Health: Public Health dataset, Public Health England Fingertips, Public Health England, 2022 (<https://fingertips.phe.org.uk/profile/child-health-profiles/data>)

Mental health problems have important implications for every aspect of a child’s life, including their ability to engage with education, make and keep friends, have constructive family relationships and make their own way in the world.

Parents are screened at each health visiting contact to identify mental health needs and offered further assessment and intervention or referral, where indicated. There is a Specialist Perinatal and Infant Mental Health Health Visitor and Champions who lead on Health and Wellbeing interventions. The Bromley Multiagency Early Years Consortium meet to coordinate a strategy to support infant mental health.

Around 2,600 referrals are made to the Bromley Y ‘front door’ service in a full year. Based on referral numbers in 2021/22, this is expected to rise by 47% to 3,833 referrals.

3% of our school pupils have social, emotional and mental health needs which is higher than the London (2.5%) and national (2.7%) averages. Demand for early intervention services are increasing each year, the majority because of relationship, school or family issues. Anxiety and mood problems are mentioned in more than half of the cases. Of particular concern are the hundreds of children and young people presenting with self-harm, suicidal thoughts, or even a history of suicide attempts. The number of children and young people presenting in mental health crisis at A&E continues to rise and referrals to Eating Disorder services are high compared to other London boroughs. Bromley has a high proportion of drug users with a co-occurring mental health condition. The number of young people admitted to a Child and Adolescent Mental Health Services (CAMHS) inpatient unit is falling; however, the rate of child inpatient admissions for mental health conditions at 33.3 per 100,000 is better than the national average.



More than 20% of pregnant women in Bromley reported a history of mental ill health at booking for pregnancy care and GP data shows that recorded depression in adults is the third highest in London and the rate is increasing. Parental mental health has a significant impact on the emotional wellbeing of their children.

Through our Health and Wellbeing Strategy we have set out how we will be working across the whole system to reduce health inequalities. This work is strengthened through our Child and Adolescent Mental Health Services Transformation Plan.

Families experiencing homelessness and needing housing support

Source: Homelessness Strategy, 2019 to 2029, and Homelessness Strategy 2018 to 2023, London Borough of Bromley

The proportion of families reporting as homelessness is below both the London and England averages. Families account for the majority of accepted homeless households with 61% of accepted homeless households in temporary accommodation being lone parents.

Over the past 4 years the proportion of homelessness acceptances from ethnic groups has increased. Since 2012/13 the number of people from Black, Asian or other ethnic heritage communities accepted as homeless increased by 38%, compared to the 7% of people who identify as white.

Young people are one of the groups most vulnerable to homelessness. In 2016/17 125 young people aged 16-24 were accepted as homeless which represents a reduction from 197 during the previous year.

Through our Homelessness and Housing strategies we have set out how we will support those who have additional housing needs or are at risk of homelessness.



Children entering the youth justice system

Source: Youth Justice Strategy 2020 to 2023, London Borough of Bromley

125 young people were supported in the youth justice system in 2018/19.

Of these, 23% had witnessed domestic violence or abuse in their household. 36% experienced fixed-term exclusions and 14% had been permanently excluded. 91% were male which compares to the borough's population of male children which is 51%. 56% identified as White heritage which is below the borough average of 69%.

Young people who are part of the youth justice system are supported by a coordinated package of support, such as youth workers, education welfare and specialist nurses.

The work to develop and strengthen our youth justice service is set out in our Youth Justice strategy. Through the Safer Bromley Partnership strategy we are additionally focused on reducing youth crime across the borough.

Families experiencing domestic abuse

Source: An Intergenerational Domestic Abuse Strategy for 2021 to 2024, London Borough of Bromley

One of the difficulties in capturing data around domestic abuse is that many incidents are not reported. Most of the data we have is linked to police reporting so it can be quite difficult to gauge an accurate picture of how prevalent the issue is in our communities.

During the 12 months between June 2019 and May 2020, there were:



There were 22,362 reported cases of domestic abuse between 2014 and 2019.

In 2021 we published our first Intergenerational Domestic Abuse strategy which sets out how we work develop and improve our services over the next few years. Through the Safer Bromley Partnership strategy we are additionally focused on reducing violence against women and girls across the borough.



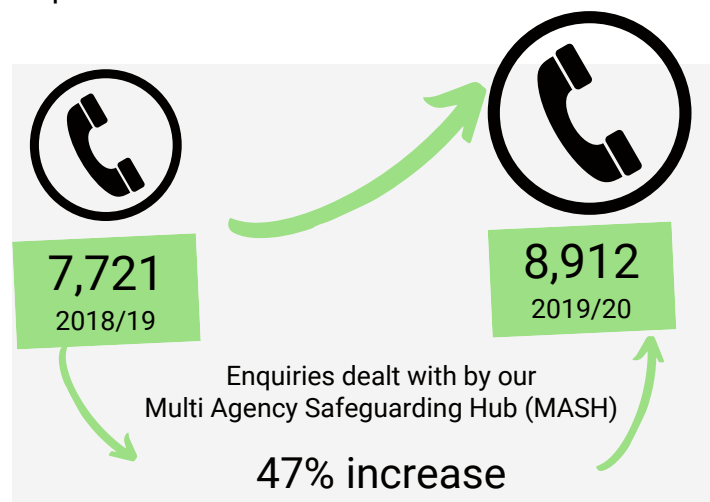
Children entering the care system

Source: Performance Reporting – Children’s Scrutiny Dataset, London Borough of Bromley, 2021 and 2022

A key aspect of early help is to tackle issues as early as possible to stop them multiplying or becoming more impactful on the child and their family. Through our early parental help and support systems, such as the Bromley Children Project and the CAF, we are working to keep children out of the statutory care system wherever possible.

During 2019/20 we saw an increase in the number enquiries made about children with our children’s social care service. Our Multi Agency Safeguarding Hub (MASH) dealt with 8,912 enquiries compared to 7,721 the year before.

This increase was reflected in the number of referrals made to our children’s social care service with 4,032 referrals being made in 2021/22 compared to 3,422 in 2018/19.



Between 2018/19 and 2019/20, we also saw an increase in the percentage of referrals that were received within 12 months of a previous referral – from 14% to 20%.

The number of children in need in the borough has fluctuated during the previous 2 years between just over 800 and just under 950 at any one time. 411 children had an Initial Child Protection Conference that resulted in a Child Protection Plan, up from 340 in 2018/19. At any one time, we have somewhere between 250-300 children on a Child Protection Plan.

We have continued to have under 350 children in our care. What’s more, we have approximately 200 care experienced young people who we support as care leavers.

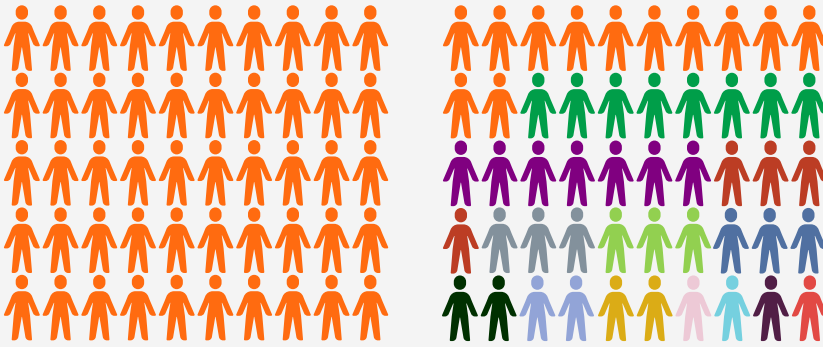


Our borough, the village

One of the easiest ways of picturing the make-up of the borough is picturing it as a village of 100 children. If our borough was a village, this is how we would look:








Source: London Population Projections Explorer, Greater London Authority (GLA) City Intelligence, 2022 (<https://apps.london.gov.uk/population-projections>)



-  would be White British (62)
-  would be Black African (8)
-  would be White other (7)
-  would be White & Black Caribbean (4)
-  would be White & Asian (3)
-  would be Mixed other (3)
-  would be Black Caribbean (3)
-  would be Indian (2)
-  would be Black other (2)
-  would be Asian other (2)
-  would be White & Black African (1)
-  would be another ethnic group (1)
-  would be Chinese (1)
-  would be Bangladeshi (1)



-  would live in low-income families (13)
-  would be eligible for Free School Meals (11)
-  would require support for Special Educational Needs (11)
-  would live in a home without an adult in paid employment (8)
-  would receive specialist support for their emotional and mental health needs (3)

Our vision for 2030

In Bromley we have a clear and consistent vision that is reflected across our borough plan, our CYPP and this strategy, all of which are underpinned by a clear set of values.

These values will help us achieve our four ambitions which link together to provide a holistic package for all our children and families. Each ambition is focused on one of the four quadrants that make up our early help offer: our children, our families, our practitioners and our resources. By bringing all four elements together, we know that we can achieve our vision.

Our dream

Our early help ecosystem makes sure that every child in Bromley has a bright, safe and optimistic future.

Our vision

We want Bromley to be an excellent place for children to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.

Our ambitions

Our children. Our families. Our professionals. Our resources.

Our values

Respect. Ambition. Empower. Learn. Compassion.

Our corporate behaviours

Accountability & responsibility. Building relationships. Communication. Continuous improvement.

Our BRM behaviours

Curiosity. Questioning. Equality. Neutrality. Clarity of role. Communication. Child centred.



Our dream

Our early help ecosystem makes sure that every child in Bromley has a bright, safe and optimistic future



Our vision

To make Bromley an excellent place for children to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

Our ambitions



OUR CHILDREN

Our children experience loving and safe homes with consistent and positive parenting which nurtures them and helps them flourish



OUR FAMILIES

Our families are informed about the range of services and support available to them, and how to use them when they need it, so they can be in control of their own lives



OUR RESOURCES

Our resources are focused on providing responsive, dynamic and holistic integrated services across health, education and social care which identify need and provide support at the earliest opportunity to meet needs and prevent escalation of concern



OUR PRACTITIONERS

Our practitioners work within a culture that embraces relational and compassionate practice where the strengths of our families are understood and built upon

Our values

Underpinning the achievement of our vision and our ambitions, and everything else that we do, are our corporate values of Respect, Ambition, Empower and Learn (REAL):

Respect

This means we must have respect for ourselves, the people we work with and the people that we deal with when providing our services

Empower

This means we must empower ourselves, other agencies and the community to deliver services that meet the needs of our residents in the most appropriate and efficient manner

Ambition

This means we must have ambition for ourselves and our community which drives our efforts to improve services and find new ways of working – we should never accept second best for our residents

Learn

This means we must learn from others and our own experiences to improve and extend our own performance and that of the organisation



In addition to our REAL values that have been embedded across the Council, we have a fifth value of compassion that covers our services for our children and their families:

Compassion

This means we must offer care and support through relationships based on empathy, respect and dignity by leading with kindness and warmth

Our behaviours

Behaviours are at the heart of everything we do. From engaging with challenging work to conducting meetings with colleagues, they influence how we interact and work every day. We have four key behaviours that form the core of our competency framework for our managers and employees:



Accountability & responsibility

Willingly owning and understanding the consequences of one's own actions and behaviour at an individual, job and organisational level



Building relationships

Consciously striving to promote mutual understanding and respect to achieve individual, service and organisational goals



Communication

An open and honest approach involving listening and responding in a manner appropriate to the other person, group or audience



Continuous improvement

Genuinely wanting to do things better and striving to be more effective and efficient at an individual, job and organisational level



OUR VISION FOR 2030

On top of those corporate behaviours, our practice when working with our children and their families is driven by the seven behaviours from our BRM:



Curiosity - Our practitioners understand the perspectives and feelings of individual family members and clearly communicate this with them.



Questioning - Our practitioners convey an understanding that motivation for change, and the ability to move toward that change, resides mostly within the family and therefore they focus on efforts to elicit and expand it.



Equality - Our practitioners behave as if their work with families is occurring between two equal partners, both of whom have knowledge that might be useful in solving the problem under consideration.



Neutrality - Our practitioners actively foster the perception of choice by our families, as opposed to attempting to control their behaviour or choices.



Clarity of role - Our practitioners set out and maintain a focus for their work whilst demonstrating flexibility in response to the agenda of our families.



Communication - Our practitioners are clear about the reasons for professional involvement and can communicate clearly and honestly with the family.



Child centred - Our practitioners ensure that the child is meaningfully integrated into discussions to enhance the understanding of the child's needs within their family.







Ambition 1

Our children experience loving and safe homes with consistent and positive parenting which nurtures them and helps them flourish.

What this means

- → We believe that although our children are all different, they all have the same needs – they need loving, secure and stable homes which provide consistent and high-quality trusted relationships.
- → Most of our families can provide this environment with minimal input and support from services outside of their family and friends, and the borough's offer of universal services.
- → There are some families though that require additional help and support from specialist and targeted services for short-term periods to help them through a period of trouble and problems.
- → In addition, there are other families who require more intense support due to their complex and enduring needs. Where our early help provision cannot solve these issues directly, the professionals supporting the family will help them to transition into the borough's targeted and specialist services.

What does early help look like in 2022?

We have a wide range of services located across the borough that provide a range of support and services to our children. These include:

UNIVERSAL SERVICE OFFER

Healthy living and care

- → Maternity services provided by King's College Hospital NHS Foundation Trust
- → Health Visiting through the Bromley 0 to 19 Public Health Service provided by Bromley Healthcare
- → Primary care provided through 44 GP surgeries, 60 community pharmacists and 53 dental practices
- → Well baby clinics at eight locations across the borough provided by Bromley Healthcare
- → School nursing through the Bromley 0 to 19 Public Health Service provided by Bromley Healthcare

Education, learning and qualifications

- → Early years settings through more than 150 settings
- → Primary and secondary education through more than 100 state funded schools
- → Post-16 education through 28 sixth form provisions
- → Further education through one further education college across two campuses
- → Independent education through 16 school settings

Community, care and safety

- ➔ Six Children and Family Centres located across the borough provided by the Council
- ➔ Youth centres based in four locations across the borough provided by the Council
- ➔ Library services provided through 15 library buildings
- ➔ Leisure activities through 129 open spaces and parks, six leisure centres, athletic facilities, numerous golf courses, and other sport provision

Money, income and employment

- ➔ A range of volunteering opportunities through an active voluntary sector of more than 500 organisations
- ➔ The Duke of Edinburgh (DoE) award which is available across the whole borough
- ➔ An engaging apprenticeship scheme overseen by the Bromley Education Business Partnership
- ➔ Over 15,000 businesses and enterprises covering 17 different industry groups operate across our borough which gives our children opportunities for employment



Healthy living and care

- ➔ For new parents who are having difficulties with their mental or emotional health there are perinatal and community-based support services, such as Bromley, Lewisham and Greenwich Mind, who work to help create a positive and nurturing home for the family
- ➔ For children who have emerging or diagnosed health needs, Bromley 0 to 19 Public Health Service provided by Bromley Healthcare offer Health Visiting, Family Nurse Partnership and a School Nursing offer that is universal in reach and personalised in response

Education, learning and qualifications

- ➔ For children with special educational needs (SEN), our SEN support offers quality early intervention to help them with their educational attainment and individual needs through the provision of holistic services that meet the child's needs
- ➔ For children who have complex or additional special educational needs and disabilities (SEND), our EHC needs assessment process makes sure that they receive the full range of support that they need
- ➔ For children who have SEND, our IASS provide tailored and impartial information and advice
- ➔ For children who have behaviour or Social, Emotional and Mental Health (SEMH) needs, we have a robust range of local alternative provision across both primary and secondary phases
- ➔ For children who are experiencing difficulties in attending school or who are at risk of exclusion, our Education Welfare Officers (EWO) provide help and advice to improve their attendance
- ➔ For children who are educated at home, our Education Advisors make sure that they are receiving an appropriate education and that they are safe

Community, care and safety

- → For children whose parents need support with their parenting style, behaviour or communication, the Bromley Children Project's Family Support and Parenting Practitioner Team provide intensive and positive support
- → For children who experience a home life with conflict and difficulties, the RPC Programme helps children live in healthy homes
- → For children who have multiple organisations helping them, the CAF make sure they receive the right support at an early stage
- → For children who need to find something to do or need extra help, the Youth Support Programme offers a range of targeted support
- → For children who experience homelessness or housing difficulties, our housing service provides specialist support
- → For children who live in homes that experience domestic abuse, our Children Overcoming Domestic Abuse (CODA) programme help the children heal after witnessing or being exposed to violence in the home
- → For children who live in families with multiple and complex problems, our Supporting Families programme empowers the families to build their resilience and connections to their communities over time

Money, income and employment

- → For children who live in homes with a low income, our funded early education creates opportunities for them to experience childcare
- → For children who have a disability, the Personal Independence Payment (PIP) can help with some of the extra costs of living with a long term physical or mental health condition or disability
- → For children who have SEND, supported internships provide structured study programmes provide opportunities for them to achieve paid employment
- → For children who have SEND, the Disabled Students' Allowance (DSA) helps to cover the study-related costs when attending university

What will early help look like in 2030?



Early help will continue to be used for every child to make sure that they receive the right help at the right time from the right service.



Our Early Intervention and Family Support (EIFS) service will continue to provide a proactive role in our early help ecosystem.



Our families will continue to be proactively supported by our health visiting service providing a great start to life for every child.



Our Children and Family Centres will continue to operate as a 'community hub' for local universal and enhanced services so our children can have access to services near their home.



We will continue to develop and support the local childcare and early education market to maintain high standards and choice for parents, promoting inclusion and school readiness.



We will promote the healthy living for all children through, and including, the uptake of immunisations, reducing obesity and tackling substance misuse.



Our mainstream educational settings will provide high quality early intervention that reduces the number of children who require specialist help from statutory services.



Our Common Assessment Framework (CAF) will be widely used across all universal services to create a healthy, safe and secure homes for our children.



When working with children directly, our Bromley Relationship Model (BRM) approach will make sure that our workforce builds on the strengths of the child and their families.

AMBITION 1: OUR CHILDREN



Our children and their families are able to access responsive and effective emotional and mental health support through a 'no wrong door' approach.



Our services will maximise the benefits of digital technology, so our services are available when our children need them.



Work collaboratively to improve the identification of, and support to, children who are young carers.



Parenting courses and strategies that support parents to address issues which impact on family life will be continually developed to respond to changing social concerns and local needs of our families.



The Thresholds of Need guidance will help our children to understand who they can talk to when they need extra support.







Ambition 2

Our families are informed about the range of services and support available to them when they need it.

What this means

- → We believe that our families want to be in control of their own lives and be as self-sufficient as possible. That's why we will provide a range of accessible information to help them to make informed choices about their lives.
- → Most of our families will need to be able to find and use the borough's universal offer. However, there are some families that will need to be made aware of the specialist and targeted services that are available across the borough which is why we will have several sources of specialist information.
- → We understand that some families and some individual family members will go through periods of feeling isolated and alone, especially at points when they are experiencing difficulties or life changes. We will help all our residents to feel part of their community and to be able to find the right help for them, so they feel more connected.
- → Our professionals will understand the range of services available and will be able to refer families swiftly and successfully to the appropriate targeted and specialist services when required.

What does early help look like in 2022?

We have a wide range of services located across the borough that provide a range of support and services to our families. These include:

UNIVERSAL SERVICE OFFER

Healthy living and care

- ➔ Support and advice on keeping children healthy through:
 - our comprehensive Bromley 0 to 19 Public Health Service
 - local and national NHS lifestyle programmes, such as Better Health
- ➔ Information and advice for children who could benefit from informal therapy input through the Bromley Therapy Hub
- ➔ Advice on healthy relationships and sexual behaviour through Sexual Health Bromley provided by Bromley Healthcare
- ➔ Signposting advice and personal experiences of health services through Healthwatch Bromley

Education, learning and qualifications

- ➔ Help for parents to find the right early years setting for their family through the early years directory provided by the Council
- ➔ Information, advice and support about special educational needs and disabilities (SEND) services in the borough through IASS
- ➔ Information about local services, support and activities available to families through the borough's SEND local offer



Community, care and safety

- ➔ A place where parents can see what help is available to them through the Council's Bromley Parenting Hub
- ➔ Help for parents to stay emotionally and physically well, and to remain independent, through the Bromley Well service
- ➔ A place where parents whose children have SEND can meet other parents and seek peer support through Bromley Parent Voice

Money, income and employment

- ➔ For parents who want help with managing their money, savings and living on their income, the Money Helper website provides a range of advice and tips
- ➔ Information, advice and guidance for adults to help make decisions on learning, training and work through the National Careers Service
- ➔ Free and confidential tool for parents to find out what benefits they are entitled to claim through the Turn2Us Benefits Calculator



Healthy living and care

- ➔ For mothers aged 19 and under, and mothers aged under 24 years with additional vulnerabilities, the Family Nurse Partnership provided by Bromley Healthcare offers an evidence based intensive parenting programme
- ➔ For families who have a child with emerging or diagnosed health needs, Bromley 0 to 19 Public Health Service provided by Bromley Healthcare offer Health Visiting, Family Nurse Partnership and a School Nursing offer that is universal in reach and personalised in response
- ➔ For families where the child is sexually active, Sexual Health Bromley provides a range of advice, support and direct services
- ➔ For adults who are anxious, stressed, have low mood or suffer from depression, Talk Together Bromley is a free NHS evidence-based talking therapy service provided by Bromley Healthcare
- ➔ For parents whose children are having difficulties with their mental or emotional health, Bromley Y offers advice and direct support through The Signpost and face-to-face

Education, learning and qualifications

- ➔ For children who are educated at home, our Education Advisors provide specialist advice to make sure that parents are able to offer an appropriate education
- ➔ For children who have complex SEND needs, the SEND Local Offer provides information about specialist services and support, including the Senco Hub Resource
- ➔ For families with low household income, the Pupil Premium provides additional financial help and support in education



Community, care and safety

- ➔ For parents who need time to stop and learn about the health of their relationship, and identify what help is available to them to help provide a more stable and healthy family environment, the Council's Bromley Parenting Hub in line with the borough's Intimate Relationship Spectrum
- ➔ For families who need additional parenting help, the Bromley Children Project's Family Support and Parenting Practitioner Team provide personalised help and support
- ➔ For families which are experiencing conflict, the RPC programme provides self-help guides, advice and tools
- ➔ When a family's needs suggest they could benefit from early help services input from a range of services, the CAF can be used to consider the child's needs holistically
- ➔ For families who have children with additional needs, the Threshold of Need sets out what support is available and how to access it in line with the borough's Continuum of Need
- ➔ For adults who are looking after somebody else's child, the Bromley Private Fostering app provides advice and support
- ➔ For parents who need help to keep their child safe online, the Bromley Safer Schools App provides access to advice and guidance

Money, income and employment

- ➔ For families where working age adults have a disability, the British Association for Supported Employment provide a directory of organisations providing supported employment services
- ➔ For families where a child has SEND, the Disability Living Allowance (DLA) can help with some of the extra costs of living with a long term physical or mental health condition or disability
- ➔ For families on low income, Universal Credit provides a single household payment of different benefits and allowances, including Child Tax Credit, Housing Benefit and Income Support
- ➔ For families who need help to find a suitable and secure home, the Bromley Housing Portal provided by the Council provides a single place for Housing Register Applications, advice and support, social housing allocation and home bidding

What will early help look like in 2030?



Early help will continue to be used by our families to make sure that they receive the right help at the right time from the right service.



Our families will be able to find relevant information, advice and guidance at the right time using online spaces and directories that can be personalised and tailored to their needs.



Our continuum of need is used across the multi-agency children's workforce to further improve the identification of additional needs in children, to improve assessment of need and risk, and to improve access to targeted and specialist services.



Families will develop the skills they need to thrive and flourish through the work of the Bromley Children Project and the Supporting Families programme.



Our Bromley Parenting Hub will be well used by families to provide tailored self-help advice and support and signposting to relevant services.



Our mainstream educational settings will provide high quality early intervention that reduces the number of children who require specialist help from statutory services.



Ambition 3

Our practitioners work within a culture that embraces relational and compassionate practice where the strengths of our families are understood and built upon

What this means

- → We believe that our families must be in control on their lives and their support. We will make sure that the wishes and feelings of every child and their family is consistently sought, heard and considered.
- → We will engage in purposeful, open and compassionate work with the whole family system. Our children and their families will benefit from consistent relationships with practitioners who understand what must change and who strive for inclusive involvement.
- → We will use reflective, critical thinking and analysis to evaluate and integrate multiple sources of knowledge and support options.
- → We will gather evidence to create and co-produce meaningful assessments and plans with families. We will build self-efficacy in families. We will promote significant and sustained change in families that is proportionate to the risks of harm identified.

What does early help look like in 2022?

How we are continuously learning

We have various systems and processes in place which provide a framework for how we learn from the people who use our services, including:

- → Our strategic engagement framework, Curiosity and Influence, which helps us to truly put the voice of our residents at the heart of our decisions
- → Our SEND engagement framework, Better Together, helps us to ask for, collect and use feedback from children who have SEND and their families

We evidence the impact of our engagement framework through:

- → Our Child's Voice Hub creates a single place for engagement with children and their families
- → Our 'You Said, We Did' reports set out in clear terms what we have learnt and what we have done with that learning

We have a learning organisation which seeks to take every opportunity to reflect and improve what we do, including:

- → Our professionals utilise reflective practice to improve their own direct work with children and their families
- → Our services proactively engage with serious case reviews so that our professionals and organisations can continuously improve their practice and processes

How we work with our children and their families

We have holistic frameworks in place which set out how we will work with families, both directly and indirectly:

- → Our Bromley Relationship Model (BRM) underpins all our direct work with our children and their families
- → Our Threshold of Need provides a single guide to making sure that children and their families receive the appropriate type of intervention in a timely manner
- → Our services have pathways which set out who will receive support from relevant services

How we make sure our services meet the required standards

Our practice standards set out in one place how we expect our workforce to work with children and their families, including:

- → Our Children's Social Care Social Work practice and management standards
- → Our Youth Justice Service (YJS) practice and management standards
- → Our values and behaviours framework helps us to help create a workforce that delivers services that are seen as "excellent" in the eyes of local people

Our practice standards make sure that:

- → Our services adhere to national standards set through legislation, statutory guidance and other legal requirements
- → Our services follow the quality standards and guidance that are set out by NICE (National Institute for Health and Care Excellence) for health and social care services
- → Our professionals operate within the clear standards set out by their professional regulators, such as the Health and Care Professions Council

How we measure our services

Our leadership team regularly and proactively monitor our performance through:

- → Our performance management framework
- → Having people who use our services on our strategic and operational groups

Our services collaboratively engage with outside regulatory bodies, such as:

- Care Quality Commission (CQC)
- HM Inspectorate of Probation
- Housing Ombudsman
- Local Government and Social Care Ombudsman (LGSCO)
- Office for Standards in Education, Children's Services and Skills (Ofsted)
- Office of Qualifications and Examinations Regulation (Ofqual)
- Youth Justice Board for England and Wales (YJB)



What will early help look like in 2030?



Our professionals, services and organisations will continuously reflect on their practice whilst seeking external views to improve their practice, processes and service offer.



Our professionals, services and organisations will proactively create opportunities for children and families to share their thoughts and feelings which are listened to, learned from and which drive improvement in services.



Our professionals, services and organisations have an approach of continuous learning and improvement by seeking to learn from best practice from elsewhere, new national standards and local expectations.



Our professionals, services and organisations continually operate within our corporate values of REAL.



Our professionals, services and organisations operate within clear and consistent pathways which provide clarity and openness in the collective support for our children and their families.







Ambition 4

Our resources are focused on providing responsive, dynamic and holistic integrated services across health, education and social care which identify need and provide support at the earliest opportunity to meet needs and prevent escalation of concern

What this means



We believe that we can have a bigger and more effective impact by investing in supporting our families to be self-sufficient and providing the right targeted help at the points when they need it.



In Bromley we have a successful and highly achieving range of universal services that are available for all our families. These are well resourced and have proven impact for most of our families. This support will be co-ordinated across health, education and social care agencies.



We are using our organisational intelligence and the views of our families to provide a range of targeted services for those who have additional needs.



Where required, we are providing a sufficient and effective range of specialist services that can step in at the right time to have the biggest impact. These services will then seek to support our families and help them to move back through the levels of support.

What does early help look like in 2022?

Setting our direction

- → We have a strong and robust strategic framework in place which clearly articulates our priorities for the future, and which creates a golden thread through everything that we do.
- → Our strategic partnership working is collaborative, built on trust and creates an environment where our partners can hold each to account.
- → We have strong strategic partnerships in place which underpin the delivery of our services.

Understanding need

- → We have a good understanding of the people who live in our borough.
- → We use the Joint Strategic Needs Assessment (JSNA) to improve our understanding of specific communities across the borough.
- → Our organisations understand the people who use their services and are able to effectively target the services at their needs.
- → We will use our data warehousing approach to collectively gather, analysis and interpret our data to form a holistic understanding of the needs of our families and the performance of our services.

Commissioning together

- → We successfully joint commission several services across the borough to support our families.
- → Over the past few years, we have implemented our transformation plan for improving our services for children who have emotional or mental health needs, which includes the Bromley Y signpost service and the Mental Health Teams in schools.
- → We are beginning to embed digitalisation in our processes and our services, which build on our non-digital services.

Targeting resources

- → We have a well-developed and coordinated early help offer through the Early Intervention and Family Support (EIFS).
We are using our SEND Graduated Approach to successfully support children who have SEND in school and other educational settings through the combination of: Quality first teaching; SEN support; Pupil Resource Agreements; and Education, Health and Care (EHC) plans.
- → We have implemented our Health Support for Schools service as part of the Bromley 0-19 Service to provide School Health Advisors in each school.
- → We have developed and embedded a multi-agency Mental Health and Wellbeing Toolkit to provide a 'one stop shop' for professionals to find information, referral pathways and support available locally.
- → We have launched our Mental Health and Wellbeing Leads (MHWL) network which promotes the Anna Freud Centre 5-step framework to drive an evidence based, whole-school approach to mental health and wellbeing.
- → We promote access to early years settings through the Disability Access Fund (DAF) which supports providers to making reasonable adjustments to their settings for children who have SEND.
- → We have developed a robust pathway for children and families who have experienced domestic abuse so that they can receive interventions when the abuse occurs.
- → We have established posts providing specialist and tailored information and advice, such as the Autism Spectrum Condition (ASC) Coordinator, the SEN Information Officer and the IASS Children and Young People Support Worker.
- → We have designed and implemented our Integrated Therapies project to improve access to therapy services across the borough through a 'Graduated Approach', including the launch of the Bromley Therapy Hub website.

What will early help look like in 2030?



We will enhance our understanding of the people who live in our borough by using the intelligence gathered through the 2021 Census.



We will continue to focus our resources on early help services which delay the need for statutory intervention.



We will increasingly jointly commission services together which reward outcome focused and strengths-based services.



We will focus on market shaping to make sure that the right services are available across the borough for our families, whether funded by the state or privately.



We will exploit the benefits of digitalisation in the way we deliver our services, integrating systems and processes where it is feasible and practical.



We will develop information and knowledge sharing to enhance the intelligence available to all organisations in planning and evaluating our services.



We will develop a system wide approach for supporting children who have mental and emotional wellbeing difficulties where every professional feels able to offer advice and signposting.

AMBITION 4: OUR RESOURCES



We will implement innovation in service delivery where good outcomes and better use of resources can be achieved, including developing the digitalisation of services where appropriate.



We will have an informed workforce who are able to appropriately signpost families to the right service at the right time.



We will develop a communication strategy to raise staff awareness of the range of early help support available.

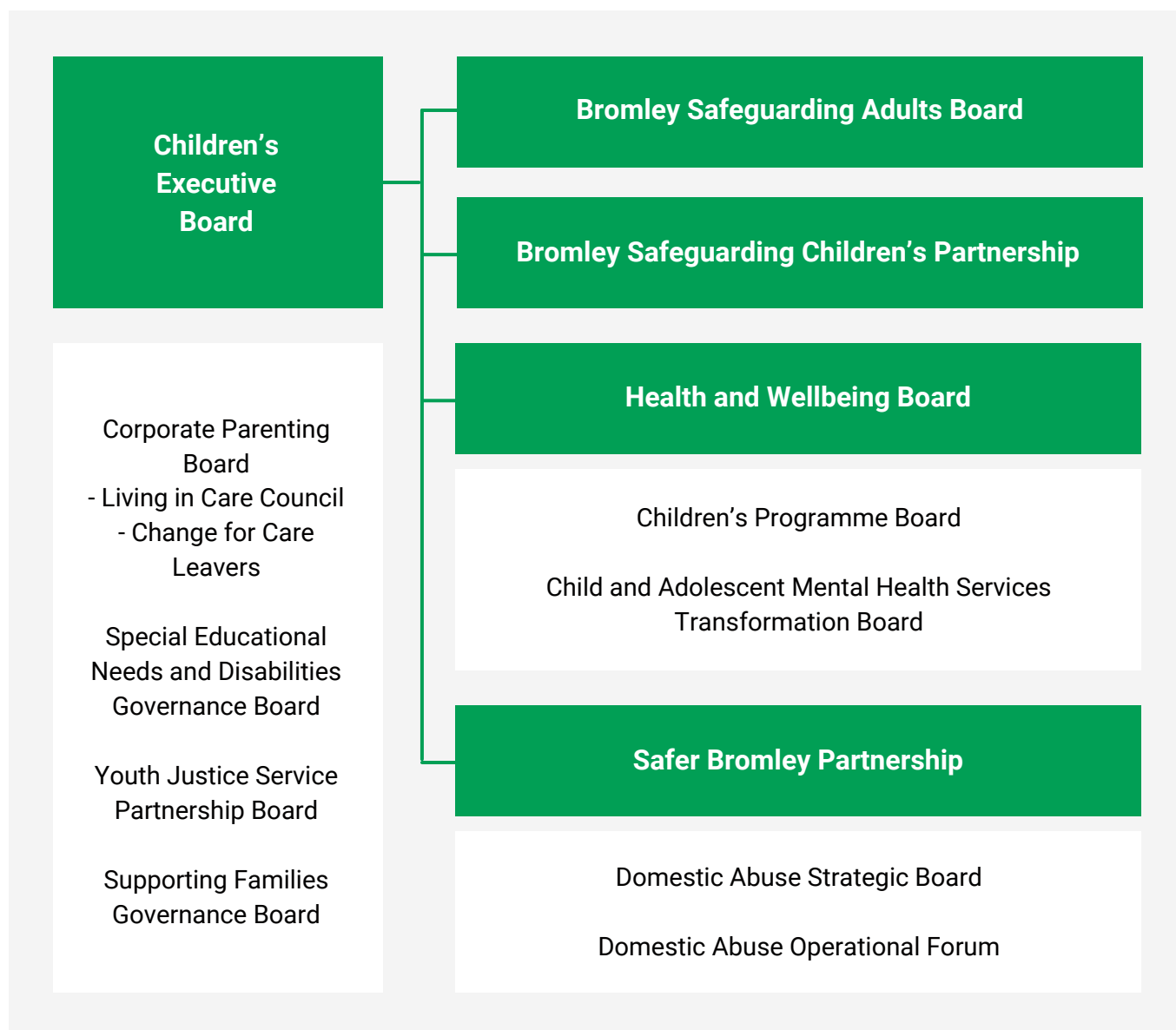




Governance and structure

This strategy is produced by the Council in partnership with the Bromley Children's Executive Board.

This partnership approach will help us to achieve our vision through the collective combination of our focus and resource.



Links with other strategies

Like our children and our families, this strategy is holistic. But it does not exist in isolation, nor can it cover every action or element of the early help system across our borough. That's why it influences, and is influenced by, a range of other strategies and actions that we have published. We have provided a full list of documents that influence this strategy as part of our strategic framework along with a selection in detail to highlight the links with this strategy:

Making Bromley Even Better

Our ten-year corporate plan running from 2021. One of the five ambitions has a clear focus on our children and families and two more have an influence on this strategy:

- For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home
- For people to make their homes in Bromley and for business, enterprise and the third sector to prosper
- For residents to live responsibly and prosper in a safe, clean and green environment great for today and a sustainable future

Children and Young People's Plan

Published in 2021, our Children's Executive Board's three-year plan is focused on five priorities, four of which influence this strategy:

- Targeted early intervention and good universal services
- Safeguarding children and adolescents
- Being the best corporate parent
- Challenging disproportionality
- Engaging with children, young people and families

Health and Wellbeing Strategy

The Health and Wellbeing Board's four-year strategy was published in 2019. It focuses on ten priorities:

- Three physical health focused, including cancer, obesity and diabetes
- Two mental health focused, including adolescent and adult mental health
- Three wider health determinants, including, youth violence, homelessness, and drugs and alcohol in young people

SEND Strategic Vision and Priorities

The SEND Strategic Vision and Priorities for 2022 to 2023 focuses on five priorities, four of which influence this strategy:

- Embed effective engagement with parents, children and young people and all partners as central to the delivery of better outcomes.
- Children and young people receive early support through universal and targeted provision, reducing reliance on specialist provision.
- Ensure robust multi-agency decision making processes are embedded across the SEND Partnership enabling sustainable, timely integrated support for children and young people with more complex needs and their families.
- Enable all our children and young people to transfer successfully to the next stage of their education or into employment, and to transfer to an independent adult life in their local community.

Youth Justice Strategy

The Youth Justice Partnership Board published their first three-year strategy in 2020 focused improving outcomes and life chances for children and young people in contact with the youth justice system or at risk of becoming involved in crime and antisocial behaviour by:

- Reducing the number of first-time entrant children in the youth justice system
- Reducing reoffending by children in the youth justice system
- Improving the safety and wellbeing of children in the youth justice system
- Addressing ethnicity disproportionality and the overrepresentation of other protected characteristics and vulnerable groups
- Protecting the public and victims strengthening our Partnership Board and workforce

An Intergenerational Domestic Abuse Strategy

The Council's first intergenerational strategy was published in 2021 covering the three-year period to 2024. Whilst predominantly focused on the specialist support required for both the survivors and perpetrators of domestic abuse, it includes three clear priorities that influence this strategy:

- We will promote the message that tackling domestic abuse is everyone's and every agency's responsibility
- We will commission effective services to support survivors of domestic abuse
- We will increase and develop our existing training offer on domestic abuse to improve local responses to survivors and their families

Multi-Agency Neglect Strategy

The Bromley Safeguarding Children Partnership's strategy was first published in 2018 with the aim of promoting the welfare of children and to improve their outcomes, through the delivery of three priorities which influence this strategy:

- Knowing our problem, knowing our response
- Strong leadership and partnership
- Effective recognition, assessment and support

Housing Strategy

The Council's ten-year strategy was published in 2019 focused on four priorities which influence this strategy:

- More homes – increasing the number of homes in Bromley
- Better quality, more affordable homes
- Preventing and tackling homelessness
- Supporting vulnerable people

Open Spaces Strategy

Published in 2021, the Council's ten-year strategy incorporates five strategy objectives, three of which influence this strategy:

- Quality and accessibility
- Health, wellbeing and community
- Local economy

Mitigating Loneliness Strategy

The four-year strategy published by the Council in 2022 is focused on three priorities which influence this strategy:

- Organisations and services
- Community infrastructure that empowers social connections
- Building a culture that encourages strong social relationships

Safer Bromley Partnership Strategy

The Safer Bromley Partnership published their three-year strategy in 2023 focused on four priorities which influence this strategy:

- Safer neighbourhoods
- Violence Against Women and Girls
- Keeping young people safe
- Stand together against hate crime and extremism

Delivering our ambitions

This strategy does not exist in isolation. It influences and is influenced by the following documents which collectively form our strategic framework:

Strategic approach

- Making Bromley Even Better
- Children and Young People's Plan

Education, learning and qualifications

- Special Educational Needs and Disabilities Strategic Vision and Priorities
- All-Age Autism Action Plan
- London and South East Education Group Strategy

Money, income and employment

- Education, Training and Employment Strategy
- Regeneration Strategy
- Economic Development Plan
- Volunteering Strategy

Healthy living and care

- Health and Wellbeing Strategy
- NHS South East London Sustainability and Transformation Plan
- One Bromley – Integrated Care Plan
- Child and Adolescent Mental Health Services Transformation Plan

Community, care and safety

- Bromley Safeguarding Children Partnership Pledge
- Multi-Agency Neglect Strategy
- An Intergenerational Domestic Abuse Strategy
- Safer Bromley Partnership Strategy
- Mayor of London's Police and Crime Plan
- Youth Justice Strategy
- Housing Strategy
- Homelessness Strategy
- Open Spaces Strategy
- Air Quality Action Plan
- Net Zero Action Plan
- Mitigating Loneliness Strategy

Acronyms

ASC	Autism Spectrum Condition	EWO	Education Welfare Officers
BCP	Bromley Children Project	FNP	Family Nurse Partnership
BRM	Bromley Relationship Model	IASS	Information, Advice and Support Service
BSAB	Bromley Safeguarding Adults Board	JSNA	Joint Strategic Needs Assessment
BSCP	Bromley Safeguarding Children Partnership	LinCC	Living in Care Council
CAF	Common Assessment Framework	MASH	Multi Agency Safeguarding Hub
CAMHS	Child and Adolescent Mental Health Services	MHWL	Mental Health and Wellbeing Leads
CCC	Children's Contact Centres	NICE	National Institute for Health and Care Excellence
CFC	Children and Family Centres	PIP	Personal Independence Payment
CfCL	Change for Care Leavers	REAL	Respect, Ambition, Ambition and Learning
CODA	Children Overcoming Domestic Abuse	RPC	Reducing Parental Conflict
CYPP	Children and Young People's Plan	SBP	Safer Bromley Partnership
DAF	Disability Access Fund	SEMH	Social, Emotional and Mental Health
DLA	Disability Living Allowance	SEN	Special Educational Needs
DoE	Duke of Edinburgh	Senco	Special Educational Needs Co-ordinator
DSA	Disabled Students' Allowance	SEND	Special Educational Needs and Disabilities
EHC	Education, Health and Care	STI	Sexually Transmitted Infections
EIF	Early Intervention Foundation	YJS	Youth Justice Service
EIFS	Early Intervention and Family Support Service	YOS	Youth Offending Service
ELG	Early Learning Goals		





Contact details and map

Children and Family Centres



Biggin Hill

Sunningvale Avenue
Biggin Hill
TN16 3TN

Call 01959 571 694

Blenheim

Blenheim Road
Orpington
BR6 9BH

Call 01689 831193

Burnt Ash

Rangefield Road
Bromley
BR1 4QX

Call 020 8697 4503

Castlecombe

Castlecombe Road
Mottingham
SE9 4AT

Call 020 8857 1185

Community Vision

Woodbine Grove
Penge
SE20 8UX

Call 020 8778 2970

Cotmandene

105-107 Cotmandene Crescent
St Pauls Cray
BR5 2RB

Call 020 8300 2548

Bromley Children Project

- Call **020 8461 7259**
- Email **bcpadmin@bromley.gov.uk**
- Visit **bromleyparentinghub.org.uk**

Bromley 0 to 19 Public Health Service

- Call **0300 330 5777**
- E-mail **bromh.bromley0to19@nhs.net**
- Visit **bromley0to19.co.uk**

Bromley IASS

- Call **020 8461 7630**
- Email **iass@bromley.gov.uk**
- Visit **bromleyiass.org.uk**

Bromley Y

- Call **020 3770 8848**
- Email **broccg.bromleyy@nhs.net**
- Visit **bromley-y.org**

Children's Social Care - Are you worried about a child?

- Call **020 8461 7373 / 7379 / 7026** (office hours)
- Call **0300 303 8671** (out of hours, weekends and public holidays)
- Email **mash@bromley.gov.uk**

If you are concerned about a child's immediate safety, always call the police on **999**.



THE LONDON BOROUGH

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