

CEREDIGION COUNTY COUNCIL

Report to:	Cabinet
Date of meeting:	6 th June 2023
Title:	Maternity and Early Years Strategy for West Wales
Purpose of the report:	To gain approval for the adoption of the Maternity and Early Years Strategy for West Wales, from a Ceredigion Local Authority perspective
For:	Decision
Cabinet Portfolio and Cabinet Member:	Councillor Alun Williams, Deputy Leader of the Council and Cabinet Member for Through Age and Wellbeing

BACKGROUND:

In 2018, Welsh Government invited bids from Local Authorities and Health Boards to become pathfinders for the Early Years Integration Transformation Programme. An application was submitted by Carmarthenshire and Ceredigion Local Authorities alongside Hywel Dda Health Board to become Pathfinder areas. Funding was secured (2019 - 2024) to pilot and test approaches to Early Years Integration Transformation and a Maternity and Early Years Steering Group was formed. In January 2021, Pembrokeshire successfully applied to join the Pathfinder Programme and therefore all Local Authorities in the Hywel Dda footprint have been involved in the Programme.

In 2021/ 2022 representatives of the three Local Authorities and Hywel Dda Health Board worked together to formulate a Maternity and Early Years Strategy for West Wales.

CURRENT SITUATION:

The Maternity and Early Years Strategy for West Wales is guided by the Welsh Government's agenda for providing better integrated public services as iterated in the Wellbeing and Future Generations (Wales) Act 2015. The strategy focusses on support in the first 7 years of a child's life, recognising the importance of these formative years in shaping the child's future health and wellbeing.

The draft strategy was widely consulted upon with professionals and service users throughout the region and amendments were made on the basis of feedback received. The consultation was open between the 1st of July and 30th September 2022 and response were as follows:

- Online Consultation – 54 responses
- Parent focus groups – 55 participants
- Professionals Focus groups – 28 participants

- Responses received from: Childcare Team; School Nurses; Midwifery Team; Health Visiting Team; Designated Education Clinical Lead Officer; Speech and Language Therapy Team
- In addition, within Ceredigion, meetings were held with the Corporate Director and Cabinet Member for Through Age and Wellbeing to consider the draft strategy.

The strategy and website development has been overseen by the Maternity and Early Years Steering Group.

The Strategy aims to promote collaboration between support services both at pre-birth and Early Years stages. The strategy is located within the Maternity and Early Years Strategy for West Wales Website, which is a collaboration between Ceredigion, Carmarthenshire, Pembrokeshire local authorities, Hywel Dda University Health Board and third sector partners. (The strategy section of the website is also available in PDF format).

Based upon extensive consultation with Service Users and Early Years Professionals, the Strategy for West Wales was written with the intention of promoting excellent services at every stage of Maternity and Early Years. The strategy aims to deliver:

- Positive engagement/ early intervention with families at the ante-natal stage.
- Positive engagement with Families during Early Years
- Positive transition from Childcare to Early Years Education

Furthermore, five strategic themes are identified as vehicles for achieving the above aims:

- Integrate our services
- Take a person-centred approach to service design
- Develop technology infrastructure and systems to enable collaboration
- Develop our Workforce
- Provide accessible information.

Has an Integrated Impact Assessment been completed? If, not, please state why

Summary:

Wellbeing of Future Generations:	Collaboration:	<p>The strategy end date is 2027 and sets out a long term vision for Maternity and Early Years Services in West Wales.</p> <p>The strategy is a collaboration between Hywel Dda Health Board, Ceredigion, Carmarthenshire and Pembrokeshire Local Authorities, along with 3rd sector partners. The strategy is overseen by a regional steering group populated by members of each organisation.</p>
	Involvement:	<p>Engagement with service users and professionals was undertaken to inform the</p>
	Long term:	<p>The strategy end date is 2027 and sets out a long term vision for Maternity and Early Years Services in West Wales.</p>

	<p>writing of the strategy and focus groups have been held with service users and professionals as part of the consultation on the draft strategy.</p> <p>Prevention: The strategy focusses on Early Years and how services can work together to provide the best start in life to children aged 0-7.</p> <p>Integration: The strategy sets out how we intend to provide better integrated, more effective and more efficient Maternity and Early Years services for families in West Wales. Integration is one of the five strategic themes of the strategy.</p>
Recommendation(s):	That Cabinet endorses the West Wales Maternity and Early Years Strategy.
Reasons for decision:	The Strategy has been widely consulted upon and provides a framework for delivering the most effective Maternity and Early Years Services in the Hywel Dda footprint.
Overview and Scrutiny:	Healthier Communities Overview and Scrutiny Committee
Policy Framework:	<p>Building a Brighter Future: Early Years and Childcare Plan (2013) Welsh Government</p> <p>Healthy Child Wales Programme (2021) Welsh Government.</p> <p>Maternity Care in Wales: A Five Year Vision for the Future (2019-2024) Welsh Government</p> <p>Children and Young People’s Plan (2022) Welsh Government.</p> <p>Curriculum for Wales (2022) Welsh Government.</p>
Corporate Well-being Objectives:	<p>Corporate Strategy 2017-2022 Enabling Individual and Family Resilience.</p> <p>Ceredigion Through Age and Wellbeing Strategy 2021-2027</p>
Finance and Procurement implications:	None
Legal Implications:	None
Staffing implications:	None
Property / asset implications:	None

Risk(s): None

Statutory Powers: None

Background Papers: [Maternity & Early Years Strategy for West Wales – Working together to give children the best start in life \(earlyyearsstrategywest.wales\)](#)

Appendices: Appendix 1- Maternity & Early Years Strategy for West Wales
Appendix 2- Integrated Impact Assessment

Corporate Lead Officer: Greg Jones, Corporate Lead Officer: Porth Cymorth Cynnar

Reporting Officer: Iwan Davies, Corporate Manager for Early Intervention

Date: 15.05.23

Our Strategy



Excellent services at every stage

Based on what we know about the current service landscape and what we've learned from families and early years professionals, our strategy for 2022-26 aims to deliver:



Positive engagement/early intervention with families at the ante-natal stage

To ensure that specialist services provide support to prepare families for parenthood and offer support at the earliest possible opportunity.



Positive engagement with families during Early Years

To ensure our family needs are at the heart of joined-up services, so that families access the right support at the right time.



Positive transition from childcare to Early Years education

To ensure a seamless transition process for all children and parents from pre-school settings into early years education.





1. Integrate our services

We need this because:

- Siloed working creates barriers between services, and gaps that families can slip between
- We know that families (especially families in need) get better care when services work together
- Resources are stretched; by working together, we can avoid duplication, minimise waste and build on each other's work

We need:

- Shared decision-making supported by shared information
- Systems for collaboration between councils
- A place-based approach to service delivery, including co-located EY teams where appropriate
- Better communication between services and agencies
- More positive relationships between professional groups
- A workforce motivated and empowered to work across service boundaries
- A workforce who feel like a single team, pulling together for the same goals

We'll get there by:

- Setting up more co-located teams across the region
- Exploring options for joint or co-commissioning
- Learning from evaluations of pathfinder pilot work
- Helping professionals to gather feedback from families, so it can be used in planning and future service co-design activities



2. Take a person-centred approach to service design



We need this because:

- We want to offer accessible services that families want to use
- With current resources, it's hard to design services to be truly person-centred
- We don't know enough about the needs of all our service-users, and we don't recognise how different these needs are, or how they change over time
- Families can feel undermined and abandoned when services don't build from their strengths as well as their needs

We need:

- Regular research with service-users and simple feedback loops, so we can see our services and workforce through the eyes of the families who depend on them
- To develop the skills of the Early Years workforce, so that they're better equipped to recognise family strengths and listen to family needs
- Community-led services, commissioned from the ground up
- To identify and remove barriers to service access, eg by making services work better across council boundaries
- Less bureaucracy

We'll get there by:

- Budgeting for regular consultation with service users
- Doing more workforce co-design training and development, to help professionals capture and represent the voices of families
- Increasing regional collaboration and service integration
- Investing in community-led services



3. Develop technology infrastructure and systems to enable collaboration

We need this because:

- Service professionals don't have access to up-to-date shared information about families, which means family members have to constantly repeat their case history at every meeting and consultation
- Staff in different councils, services and professions can't easily and securely share information across organisational boundaries
- Children can be missed when referrals are incomplete or delayed, because of other system barriers
- We would like to improve our monitoring of service targets and make it easy to track outcomes for individual children and for our Early Years population

We need:

- A way for service professionals across the region to easily access, update and share family information, from the device they already use and from the place where they already do their work (which, if they're a midwife, will often be on the road)
- Agreed standards for data collection, storage and access
- Automated reporting of population level indicators

We'll get there by:

- Embedding the voice of service-users into everything we do (by putting more emphasis on gathering feedback and making use of it to improve services)
- Continuing to build an evidence base that supports investment in shared IT, and lobbying for that change to be prioritised
- Continuing to make the case for simple feedback loops that would allow staff to suggest changes and improvements



4. Develop our workforce



We need this because:

- Families aren't always getting the care and support they need, due to lack of staff.
- Staff in health, care and education are extremely busy and the work environment can be stressful.
- There's no common language to describe the same things between different organisations and professions. This caused unnecessary confusion and slow things down.
- Not all colleagues have been training on evidence-informed services.

We need:

- To attract and train new and returning recruits to the EY workforce
- Happier, more confident and less stressed colleagues
- A widely-used common language and common ways of working
- Cross-service training opportunities, particularly in evidence-based care
- Recognition of transferable skills between services and professions
- Clearer career paths for EY workers
- More multidisciplinary teams



We'll get there by:

- Investing in growing the team, with appropriate marketing, recruitment and training
- Building closer links with schools, colleges and careers services, to promote jobs and work experience placements in the sector
- Developing a common basic training offer for all EY professionals
- Developing clear career progression plans, including personal development and training options



5. Provide accessible information



We need this because:

- Information about available services simply isn't easy to find, for families or professionals. As a result, some services are under-used
- Consequently, families don't know where to turn. Professionals don't always know where to refer them to.
- The information that does exist is fragmented; if you don't already know where to look, it's hard to find.
- It's costly and time-consuming to keep the Family Information Service up-to-date, and staff time for this is limited

We need:

- Clear, accessible, comprehensive, simple information in one place
- Online information that's so good and so easy to use, it markets itself through word of mouth
- The ability for professionals to edit or annotate information on it, quickly and easily
- Better institutional knowledge about care pathways, and options for referral; if professionals know more about the Family Information Service, they will be more likely to suggest it as a source of help for families

We'll get there by:

- Exploring ideas and options for a single shared online information service
- Exploring how we could invest in roles with responsibility for publishing and maintaining that information
- Undertaking mapping/reviewing work to understand current pathways better
- Providing training for service professionals, so they feel better equipped to refer families to information services
- Seeking out opportunities to work with other agencies on future investments in online information services



Cyngor Sir Ceredigion County Council - Integrated Impact Assessment (IIA)

An integrated tool to inform effective decision making



This **Integrated Impact Assessment tool** incorporates the principles of the Well-being of Future Generations (Wales) Act 2015 and the Sustainable Development Principles, the Equality Act 2010 and the Welsh Language Measure 2011 (Welsh Language Standards requirements) and Risk Management in order to inform effective decision making and ensuring compliance with respective legislation.

1. PROPOSAL DETAILS: (Policy/Change Objective/Budget saving)

Proposal Title	Maternity and Early Years Strategy
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Service Area	Through Age Wellbeing- Porth Cymorth Cynnar	Corporate Lead Officer	Elen James	Strategic Director	James Starbuck
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Name of Officer completing the IIA	Iwan Davies	E-mail	Iwan.Davies4@ceredigion.gov.uk	Phone no	07816 598639
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Please give a brief description of the purpose of the proposal

To consider the new strategy regarding the regional approach to Maternity and Early Years in West Wales.

Who will be directly affected by this proposal? (e.g. The general public, specific sections of the public such as youth groups, carers, road users, people using country parks, people on benefits, staff members or those who fall under the protected characteristics groups as defined by the Equality Act and for whom the authority must have due regard).

General Public
Maternity and Early Years Workforce.

VERSION CONTROL: The IIA should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development, Welsh language and equality considerations wherever possible.

Author	Decision making stage	Version number	Date considered	Brief description of any amendments made following consideration
Iwan Davies	<i>Cabinet</i>	1	22/05/2023	<i>This will demonstrate how we have considered and built in sustainable development throughout the evolution of a proposal. Have you considered and</i>

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				<i>applied the sustainable development principle and Well-being Goals?</i>

COUNCIL STRATEGIC OBJECTIVES: Which of the Council's Strategic Objectives does the proposal address and how?

Boosting the Economy, supporting Business and enabling employment.	The strategy aims to give young children the best start in life which will give them a strong foundation to contribute to the Ceredigion economy in the future. The strategy aims to deliver joint training and workforce development, saving money for all partners.
Creating caring and healthy communities	The strategy aims to give young children a healthy start in life.
Providing the best start in life and enabling Learning at all ages	The strategy meets the aims of: Wellbeing of Future Generations (Wales) Act 2015 Building a Brighter Future: Early Years and Childcare Plan – Welsh Government Healthy Child Wales Programme – Welsh Government Maternity Care in Wales – Welsh Government Children and Young People's Plan – Welsh Government
Creating sustainable, greener and well-connected communities	

NOTE: As you complete this tool you will be asked for **evidence to support your views**. These need to include your baseline position, measures and studies that have informed your thinking and the judgement you are making. It should allow you to identify whether any changes resulting from the implementation of the recommendation will have a positive or negative effect. Data sources include for example:

- *Quantitative data - data that provides numerical information, e.g. population figures, number of users/non-users*
- *Qualitative data – data that furnishes evidence of people's perception/views of the service/policy, e.g. analysis of complaints, outcomes of focus groups, surveys*
- *Local population data from the census figures (such as Ceredigion Welsh language Profile and Ceredigion Demographic Equality data)*
- *National Household survey data*
- *Service User data*
- *Feedback from consultation and engagement campaigns*
- *Recommendations from Scrutiny*
- *Comparisons with similar policies in other authorities*

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- *Academic publications, research reports, consultants' reports, and reports on any consultation with e.g. trade unions or the voluntary and community sectors, 'Is Wales Fairer' document.*
- *Welsh Language skills data for Council staff*

2. SUSTAINABLE DEVELOPMENT PRINCIPLES: How has your proposal embedded and prioritised the five sustainable development principles, as outlined in the Well-being of Future Generations (Wales) Act 2015, in its development?

Sustainable Development Principle	Does the proposal demonstrate you have met this principle? If yes, describe how. If not, explain why.	What evidence do you have to support this view?	What action (s) can you take to mitigate any negative impacts or better contribute to the principle?
Long Term Balancing short term need with long term and planning for the future.	<ul style="list-style-type: none"> • The strategy is one for the next 3 years whilst also referencing short term issues to address. • The strategy aims to give young children the best start in life and help their future life chances. 	Research carried out to help develop the WG programmes outlined above.	none
Collaboration Working together with other partners to deliver.	<ul style="list-style-type: none"> • The Strategy has been developed in collaboration with Pembrokeshire and Carmarthenshire Local Authorities and Hywel Dda Health Board. The strategy is overseen by the Maternity and Early Years Steering Group. 	See Maternity and Early Years Strategy for West Wales website .	
Involvement Involving those with an interest and seeking their views.	<ul style="list-style-type: none"> • The development of the strategy involved consultation with parents in Carmarthenshire and Ceredigion and Early Years Professionals 	See ' what we've learnt ' section of Maternity and Early Years Strategy for West Wales website	
Prevention Putting resources into preventing problems occurring or getting worse.	<ul style="list-style-type: none"> • The strategy focusses on Early Years provision and support i.e. the first 7 years of a child's life and is therefore preventative. It is acknowledged in the strategy that some families will require additional support to ensure positive outcomes. 	See Maternity and Early Years Strategy for West Wales website .	

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<p>Integration Positively impacting on people, economy, environment and culture and trying to benefit all three.</p>	<ul style="list-style-type: none"> The strategy promotes integrated work of health and social care to streamline Maternity and Early Years provision. 	<p>See Maternity and Early Years Strategy for West Wales website.</p>	
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3. WELL-BEING GOALS: Does your proposal deliver any of the seven National Well-being Goals for Wales as outlined on the Well-being of Future Generations (Wales) Act 2015? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal. We need to ensure that the steps we take to meet one of the goals aren't detrimental to meeting another.

Well-being Goal	Does the proposal contribute to this goal? Describe the positive or negative impacts-	What evidence do you have to support this view?	What action (s) can you take to mitigate any negative impacts or better contribute to the goal?
<p>3.1. A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs.</p>	<p>Yes, the strategy aims to give young children the best start in life which will give them a strong foundation to contribute to the Ceredigion economy in the future. The strategy aims to deliver joint training and workforce development, saving money for all partners.</p>	<p>See Maternity and Early Years Strategy for West Wales website</p>	
<p>3.2. A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change).</p>			
<p>3.3. A healthier Wales People's physical and mental wellbeing is maximised and health impacts are understood.</p>	<p>The strategy will help to deliver the Healthy Child Wales Programme which sets out the strategic direction for Health Boards in Wales, for delivering early intervention services designed to ensure that children achieve optimum health.</p>	<p>See Maternity and Early Years Strategy for West Wales website</p>	



<p>3.4. A Wales of cohesive communities Communities are attractive, viable, safe and well connected.</p>			
<p>3.5. A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental well-being.</p>			

<p>3.6. A more equal Wales People can fulfil their potential no matter what their background or circumstances.</p> <p><i>In this section you need to consider the impact on equality groups, the evidence and any action you are taking for improvement. You need to consider how might the proposal impact on equality protected groups in accordance with the Equality Act 2010? These include the protected characteristics of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or beliefs, gender, sexual orientation.</i></p> <p>Please also consider the following guide:: Equality Human Rights - Assessing Impact & Equality Duty</p>	<p>Describe why it will have a positive/negative or negligible impact.</p> <p><i>Using your evidence consider the impact for each of the protected groups. You will need to consider do these groups have equal access to the service, or do they need to receive the service in a different way from other people because of their protected characteristics. It is not acceptable to state simply that a proposal will universally benefit/disadvantage everyone. You should demonstrate that you have considered all the available evidence and address any gaps or disparities revealed.</i></p>	<p>What evidence do you have to support this view?</p> <p><i>Gathering Equality data and evidence is vital for an IIA. You should consider who uses or is likely to use the service. Failure to use <u>data</u> or <u>engage</u> where change is planned can leave decisions open to legal challenge. Please link to involvement box within this template. Please also consider the general guidance.</i></p>	<p>What action (s) can you take to mitigate any negative impacts or better contribute to positive impacts?</p> <p><i>These actions can include a range of positive actions which allows the organisation to treat individuals according to their needs, even when that might mean treating some more favourably than others, in order for them to have a good outcome. You may also have actions to identify any gaps in data or an action to engage with those who will/likely to be effected by the proposal. These actions need to link to Section 4 of this template.</i></p>
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Age Do you think this proposal will have a positive or a negative impact on people because of their age? (Please tick ✓)				The strategy promotes joined up working between services working with children in their early years and their parents/ carers, therefore the impact on these groups will be positive. It's likely that people aged 50+, particularly grandparents, will benefit from the strategy too.	See Maternity and Early Years Strategy for West Wales website
Children and Young People up to 18	Positive	Negative	None/ Negligible		
	✓				
People 18-50	Positive	Negative	None/ Negligible		
	✓				
Older People 50+	Positive	Negative	None/ Negligible		
	✓				

Disability Do you think this proposal will have a positive or a negative impact on people because of their disability? (Please tick ✓)				The strategy aims to offer the right help at the right time and to An Early Years ALN Lead Officer in each Council will support early identification of child needs, including those who are not attending maintained schools. They will work in partnership with the Health Board, and raise awareness of ALN in their area. Support in early pregnancy and referrals to specialist services will be available for	See Maternity and Early Years Strategy for West Wales on the website
Hearing Impairment	Positive	Negative	None/ Negligible		
	✓				
Physical Impairment	Positive	Negative	None/ Negligible		
	✓				
Visual Impairment	Positive	Negative	None/ Negligible		
	✓				
Learning Disability	Positive	Negative	None/ Negligible		
	✓				
	Positive	Negative	None/ Negligible		

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Long Standing Illness			✓	mothers experiencing post and peri-natal depression.		
Mental Health	Positive	Negative	None/ Negligible			
	✓					
Other	Positive	Negative	None/ Negligible			
	✓					

Transgender Do you think this proposal will have a positive or a negative impact on transgender people? (Please tick ✓)				The strategy promotes a person-centred approach to service design	See Maternity and Early Years Strategy for West Wales on the website	
Transgender	Positive	Negative	None/ Negligible			
			✓	<p>We want to offer accessible services that families want to use</p> <p>We want to offer services that address the diverse range of needs in our communities, including those of disadvantaged or minority groups</p> <p>We need:</p> <p>To do regular research with service-users and improve our methods of gathering feedback, so we can see our services and workforce through the eyes of the families who depend on them</p>		

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				<p>To identify and remove barriers to service access.</p> <p>Pregnant people who are transgender may be treated differently so that their needs can be met but their needs will not be prejudiced.</p>		
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Marriage or Civil Partnership Do you think this proposal will have a positive or a negative impact on marriage or Civil partnership? (Please tick ✓)				None identified.		
Marriage	Positive	Negative	None/ Negligible			
			✓			
Civil partnership	Positive	Negative	None/ Negligible			
			✓			

Pregnancy or Maternity Do you think this proposal will have a positive or a negative impact on pregnancy or maternity? (Please tick ✓)				The strategy is aimed at strengthening support at the ante-natal stage and during the Early Years	See Maternity and Early Years Strategy for West Wales on the website	
Pregnancy	Positive	Negative	None/ Negligible			
	✓					
Maternity	Positive	Negative	None/ Negligible			
	✓					

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Race Do you think this proposal will have a positive or a negative impact on race? (Please tick ✓)				<p>The strategy promotes a person-centred approach to service design</p> <p>We want to offer accessible services that families want to use</p> <p>We want to offer services that address the diverse range of needs in our communities, including those of disadvantaged or minority groups</p> <p>We need:</p> <p>To do regular research with service-users and improve our methods of gathering feedback, so we can see our services and workforce through the eyes of the families who depend on them</p> <p>To identify and remove barriers to service access.</p> <p>Translation services will be available to enable people who speak other languages to easily access services.</p>	<p>See Maternity and Early Years Strategy for West Wales on the website</p>
White	Positive	Negative	None/ Negligible		
			✓		
Mixed/Multiple Ethnic Groups	Positive	Negative	None/ Negligible		
			✓		
Asian / Asian British	Positive	Negative	None/ Negligible		
			✓		
Black / African / Caribbean / Black British	Positive	Negative	None/ Negligible		
			✓		
Other Ethnic Groups	Positive	Negative	None/ Negligible		
			✓		

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Religion or non-beliefs Do you think this proposal will have a positive or a negative impact on people with different religions, beliefs or non-beliefs? (Please tick ✓)				<p>The strategy promotes a person-centred approach to service design</p> <p>We want to offer accessible services that families want to use</p> <p>We want to offer services that address the diverse range of needs in our communities, including those of disadvantaged or minority groups</p> <p>We need:</p> <p>To do regular research with service-users and improve our methods of gathering feedback, so we can see our services and workforce through the eyes of the families who depend on them To identify and remove barriers to service access.</p> <p>Support provided is bespoke to the individual in line with the Social Services and Well-being Act 2014.</p>	<p>See Maternity and Early Years Strategy for West Wales on the website</p>
Christian	Positive	Negative	None/ Negligible		
			✓		
Buddhist	Positive	Negative	None/ Negligible		
			✓		
Hindu	Positive	Negative	None/ Negligible		
			✓		
Humanist	Positive	Negative	None/ Negligible		
			✓		
Jewish	Positive	Negative	None/ Negligible		
			✓		
Muslim	Positive	Negative	None/ Negligible		
			✓		
Sikh	Positive	Negative	None/ Negligible		
			✓		
Non-belief	Positive	Negative	None/ Negligible		
Other	Positive	Negative	None/ Negligible		
			✓		

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Sex Do you think this proposal will have a positive or a negative impact on men and/or women? (Please tick ✓)				.The strategy promotes a person-centred approach to service design We want to offer accessible services that both men and women will be comfortable in accessing.	See Maternity and Early Years Strategy for West Wales on the website	
Men	Positive	Negative	None/ Negligible			
	✓					
Women	Positive	Negative	None/ Negligible			
	✓					

Sexual Orientation Do you think this proposal will have a positive or a negative impact on people with different sexual orientation? (Please tick ✓)				The strategy promotes a person-centred approach to service design We want to offer accessible services that families want to use We want to offer services that address the diverse range of needs in our communities, including those of disadvantaged or minority groups We need: To do regular research with service-users and improve our methods of gathering feedback, so we can see our services and workforce through the eyes of the families who depend on them	See Maternity and Early Years Strategy for West Wales on the website	
Bisexual	Positive	Negative	None/ Negligible			
			✓			
Gay Men	Positive	Negative	None/ Negligible			
			✓			
Gay Women / Lesbian	Positive	Negative	None/ Negligible			
			✓			
Heterosexual / Straight	Positive	Negative	None/ Negligible			
			✓			



				To identify and remove barriers to service access.		
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Having due regards in relation to the three aims of the Equality Duty - determine whether the proposal will assist or inhibit your ability to eliminate discrimination; advance equality and foster good relations.

3.6.2. How could/does the proposal help advance/promote equality of opportunity?

You should consider whether the proposal will help you to: ● Remove or minimise disadvantage ● To meet the needs of people with certain characteristics

● Encourage increased participation of people with particular characteristics

The strategy clearly outlines how support will be offered in the Maternity and Early Years stages in order to promote positive outcomes for families/ carers in the region. The strategy outlines the steps to be taken to provide excellent services at every stage of Maternity and Early Years. Through the provision of a person led approach to the delivery of services.

3.6.3. How could/does the proposal/decision help to eliminate unlawful discrimination, harassment, or victimisation?

You should consider whether there is evidence to indicate that: ● The proposal may result in less favourable treatment for people with certain characteristics ● The proposal may give rise to indirect discrimination ● The proposal is more likely to assist or impeded you in making reasonable adjustments

Through the provision of a person led approach to the delivery of services.
For example, through the use of translation services when required or by providing Dads groups.

3.6.4. How could/does the proposal impact on advancing/promoting good relations and wider community cohesion?

You should consider whether the proposal with help you to: ● Tackle prejudice ● Promote understanding

The strategy promotes:
Shared decision-making supported by shared information
Systems for collaboration between local authorities, health and the third sector
A place-based approach to service delivery.
Better communication between services
The strategy also promotes user led service design and regular consultation with service users.



Having due regard of the Socio-Economic Duty of the Equality Act 2010.
Socio-Economic Disadvantage is living in less favourable social and economic circumstances than others in the same society.
As a listed public body, Ceredigion County Council is required to have due regard to the Socio-Economic Duty of the Equality Act 2010. Effectively this means carrying out a poverty impact assessment. The duty covers all people who suffer socio-economic disadvantage, including people with protected characteristics.

3.6.5 What evidence do you have about socio-economic disadvantage and inequalities of outcome in relation to the proposal?
 Describe why it will have a positive/negative or negligible impact.

Support in Early Years makes a difference to children as individuals, and through them, makes a difference to the health of Wales in the future. Early life experiences have a lasting impact, influencing health and wellbeing throughout childhood and well into adulthood.

Life with young children is demanding, and families with young children often need a little extra help. Some get help from relatives and friends, but not all families have a strong support network. This is particularly relevant to families who experience social and economic disadvantage.

We're keen to focus our attention on those families who need support but can't easily find it through social and family connections.

What evidence do you have to support this view?

See Maternity and Early Years Strategy for West Wales on the [website](#)

What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?

A range of tackling hardship initiatives are run at an Operational level.

<p>3.7. A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh Language are promoted and protected. <i>In this section you need to consider the impact, the evidence and any action you are taking for improvement. This in order to ensure that the opportunities for people who choose to live their lives and access services through</i></p>	<p>Describe why it will have a positive/negative or negligible impact.</p>	<p>What evidence do you have to support this view?</p>	<p>What action (s) can you take to mitigate any negative impacts or better contribute to positive impacts?</p>
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<i>the medium of Welsh are not inferior to what is afforded to those choosing to do so in English, in accordance with the requirement of the Welsh Language Measure 2011.</i>						
Will the proposal be delivered bilingually (Welsh & English)?	Positive	Negative	None/ Negligible	<i>Strategy is in both English and Welsh and service provision is available in both languages</i>		
	✓					
Will the proposal have an effect on opportunities for persons to use the Welsh language?	Positive	Negative	None/ Negligible			
			✓			
Will the proposal increase or reduce the opportunity for persons to access services through the medium of Welsh?	Positive	Negative	None/ Negligible			
			✓			
How will the proposal treat the Welsh language no less favourably than the English language?	Positive	Negative	None/ Negligible			
			✓			
Will it preserve promote and enhance local culture and heritage?	Positive	Negative	None/ Negligible			
			✓			

4. STRENGTHENING THE PROPOSAL: If the proposal is likely to have a negative impact on any of the above (including any of the protected characteristics), what practical changes/actions could help reduce or remove any negative impacts as identified in sections 2 and 3?

4.1 Actions.

What are you going to do?	When are you going to do it?	Who is responsible?	Progress

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4.2. If no action is to be taken to remove or mitigate negative impacts please justify why.
(Please remember that if you have identified unlawful discrimination, immediate and potential, as a result of this proposal, the proposal must be changed or revised).

No negative impacts identified

4.3. Monitoring, evaluating and reviewing.
How will you monitor the impact and effectiveness of the proposal?

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5. RISK: What is the risk associated with this proposal?

Impact Criteria	1 - Very low	2 - Low	3 - Medium	4 - High	5 - Very High
Likelihood Criteria	1 - Unlikely to occur	2 - Lower than average chance of occurrence	3 - Even chance of occurrence	4 - Higher than average chance of occurrence	5 - Expected to occur

Risk Description	Impact (severity)	Probability (deliverability)	Risk Score
Funding issues	4	2	8
Recruitment	3	4	12

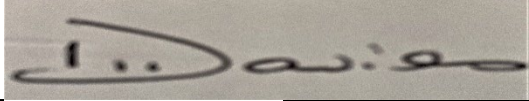


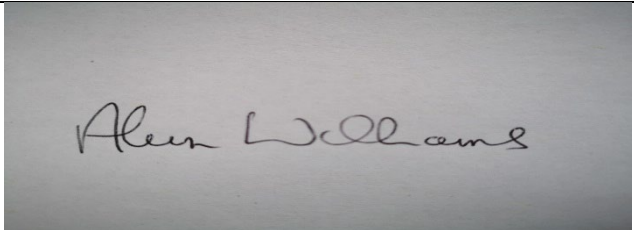
Does your proposal have a potential impact on another Service area?

Yes, education services as promotes positive transition from Childcare to Early Years education.
 Long term impact on social care, housing and local economy.

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6. SIGN OFF			
Position	Name	Signature	Date
Service Manager	Iwan Davies		22/05/23
Corporate Lead Officer	Elen James		22/05/23
Corporate Director	James Starbuck		25/05/23
Portfolio Holder	Cllr Alun Williams		25/05/23

Cyngor Sir CEREDIGION County Council

REPORT TO: Cabinet

DATE: 06.06.2023

LOCATION: Council Chamber/Hybrid

TITLE: Regional Maternity and Early Years Strategy

PURPOSE OF REPORT: To provide feedback from the Healthier Communities Overview and Scrutiny Committee meeting held on 24 May 2023

BACKGROUND:

Members of the Healthier Communities Overview and Scrutiny Committee considered the Regional Maternity and Early Years Strategy.

In 2018, Welsh Government invited bids from Local Authorities and Health Boards to become pathfinders for the Early Years Integration Transformation Programme. An application was submitted by Carmarthenshire and Ceredigion Local Authorities alongside Hywel Dda Health Board to become Pathfinder areas. Funding was secured (2019 - 2024) to pilot and test approaches to Early Years Integration Transformation and a Maternity and Early Years Steering Group was formed. In January 2021, Pembrokeshire successfully applied to join the Pathfinder Programme and therefore all Local Authorities in the Hywel Dda footprint have been involved in the Programme.

In 2021/2022 representatives of the three Local Authorities and Hywel Dda Health Board worked together to formulate a Maternity and Early Years Strategy for West Wales. The Maternity and Early Years Strategy for West Wales is guided by the Welsh Government's agenda for providing better integrated public services as iterated in the Wellbeing and Future Generations (Wales) Act 2015. The strategy focusses on support in the first 7 years of a child's life, recognising the importance of these formative years in shaping the child's future health and wellbeing.

The draft strategy was widely consulted upon with professionals and service users throughout the region and amendments were made based on feedback received. The consultation was open between the 1st of July and 30th September 2022.

Following discussion, Committee Members were asked to consider the following recommendation:

1. That Scrutiny Committee Agree endorses the Maternity and Early Years Strategy for West Wales.

REASON FOR RECOMMENDATION (S):

To promote clarity of purpose and a collaborative approach to Maternity and Early Years services.

RECOMMENDATION:

Following discussion, Committee Members agreed to recommend that Cabinet:

1. Endorse the Maternity and Early Years Strategy for West Wales.

It was suggested and agreed that a small group of Members could view the Through-Age Wellbeing Support & Care which is in the process of being developed, prior to it becoming live, to provide their views and feedback.

Councillor Caryl Roberts
Chairman of the Healthier Communities Overview and Scrutiny Committee