

Portfolio Holder Report

Portfolio Holder Report - Health and Wellbeing

Introduction and Overview:

At Bromsgrove District Council Portfolio Holders provide an annual update to Council on services within their portfolio remit. These services are delivered in accordance with the Council's Priorities, as detailed in the Bromsgrove District Council Plan 2024 - 2027.

This report provides an outline of services and activities within the remit of this particular Portfolio Holder. Information is included in relation to the Council's Priorities, relevant key activities, partnership working, projects and programmes and news stories.

A version of this report, focusing on each Portfolio Holder's remit in turn, will be considered at each meeting of Council (except for the Annual Council meeting).

Whilst services will be contributing information into this report it is worth noting that not all sections of the report will be relevant to all service areas. In this circumstance, some sections may not be completed by all services.

The report will be structured as follows:

- 1) Update on Council Priorities
- 2) Partnership working
- 3) Key activities and priorities
- 4) Good news stories and awards (if applicable)
- 5) Other

The Council has the following Priorities:

Council Priorities	Organisational priorities
Economic Development	Financial stability
Housing	Sustainability
Environment	Partnerships
Infrastructure	Organisational Culture – the 4Ps
	Budget & Resources



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1. Update on Council Priorities

Relevant Council Priority Title 1: Housing

NEW Lifeline

NEW Lifeline supports Bromsgrove District Council's Plan "*The vision places quality of life for our residents at the centre of how we deliver services and plan for the district, creating a thread that relates to our communities and their wellbeing which is integral to all the priorities*". The priority to support vulnerable residents to live in safe, quality homes is assisted by NEW Lifeline, providing a service to enable residents to remain living independently at home as their health and care needs change.

Relevant Council Priority Title 2: Living independent, active and healthy lives

Community Transport – BURT Bus

Community transport is about providing flexible and accessible community-led solutions in response to unmet local transport needs, and often represents the only means of transport for many vulnerable and isolated people, often older people, or people with disabilities. Bromsgrove District Council commission Bromsgrove and Redditch Network (BARN) to provide a community transport service – Bromsgrove Urban and Rural Transport – BURT bus. BURT offers many benefits to customers where other schemes are not suitable. Public transport, even where reliable and frequent is not door-to-door. For many isolated and lonely people who are frail, older, or disabled the distance to a bus stop or station is insurmountable. Taxis do not provide a suitable alternative, and not just in relation to availability and costs, which many regard as prohibitively expensive. Taxis do not always offer door-to-door service, with responsibilities finishing at the kerbside. Disabled people, including those using wheelchairs, can be hampered by vehicle design and inadequate driver training. Furthermore, the nature of community transport operators and drivers means that the direct social benefit from using community transport scheme as opposed to another mode of transport is far greater.

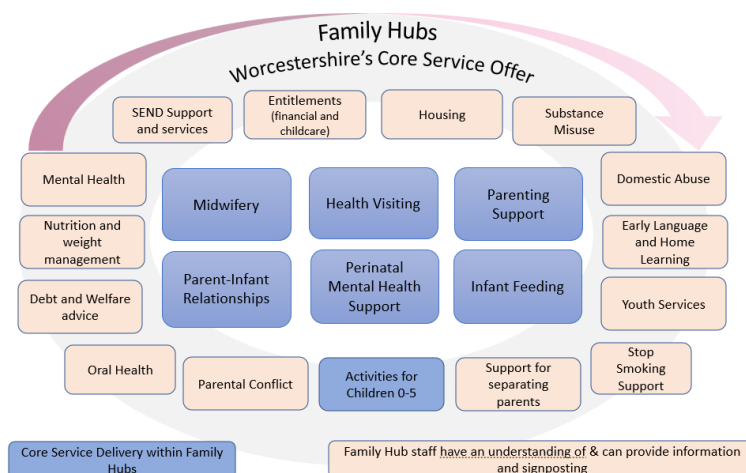
Worcestershire Family Hubs

Worcestershire Family Hubs focuses on improving health outcomes and reducing inequalities at the individual, family, and community levels across Worcestershire, with a particular focus on the first 1001 critical days- (Best Start in Life) with work programmes focussed on preventative action and early intervention but also continues to support families via the "whole family approach". The family hub enables access to support for families with children of all ages 0 to 19 (25 with SEND), including the ante-natal period and vulnerable children and young people. The Family Hub model plays a

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key role in supporting the delivery of, and access to, a community early help offer. Redditch Borough Council (operating as a shared service with Bromsgrove District Council) is commissioned by Public Health to deliver services across Bromsgrove and Redditch for families with children 0-19. There is a Family Hub in Bromsgrove (Pear Tree Family Hub, Broad Street, Sidemoor) which hosts a variety of core services, several maternity and community health services, parenting groups and a range of community led, professionally supported groups. These groups facilitate the development of life skills, volunteering and employment opportunities, information and advice, support, and networking.

Family Hub provides families and professionals with a single point of access to provide information, and signposting to a range of services within the Family Hub offer framework. These services may be provided within Family Hub buildings or within the wider network. Community engagement continues to be a priority in the delivery of Family Hub activities across the wider reach area to ensure that families can access services in their local community where possible. Outreach services and activities are delivered in the communities according to need. The family hub offer is not just what is provided from the building, but also through outreach and via a virtual offer to families and professionals. [Virtual Family Hub | Worcestershire County Council](#)



The Team is able to support parents to navigate services and referral pathways.

Services within the family hub are accessible in several ways, for example virtually, physically, via outreach services and community venues.

Level 1&2 families 0-5's (including antenatal period)

1:1 brief intervention - providing an evidence-based intervention that involves working with the parent to develop and individualised plan to address their needs. Typically, 1-3 sessions provided in the home or community space. This may involve signposting, support to participate in local activities, and offering tools to support parents to improve their wellbeing and family life.

Universal

Our service focuses on what matters for each Family, anyone living in Worcestershire can access the family hubs.



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Navigation – there is a daily “Here to Help” service available for people that come to the Hubs or phone up, providing up to date information and support to navigate system referral pathways. Ensuring information is provided in a variety of ways such as virtually, face to face, telephone or via printed information, enabling families to access the right support in a seamless manner. This support is offered with in the Hub, at events, and available for Professionals to seeking local knowledge.

Access to Healthy Start vitamins either at a low cost or free with a Healthy Start card.

Community Capacity Building

Volunteering opportunities – offering opportunities to strengthen communities by upskilling local people to support their community. We work closely with parents to develop parent led peer support groups, offer a training package and continued support along their volunteer journey with us and into employment.

Parenting Support

We recognise that one size does not fit all and the need to offer Parenting support in a variety of ways:

- Parenting support 1:1 via the 1:1 brief intervention offers.
- Group delivery – we provide a menu of groups to support families along their parenting journey from pregnancy to 19yrs (25yrs with SEND). These are evidenced based programmes following the Solihull approach and offered face to face at the Hub or within the community.
- 2-hour workshops – these can be delivered face to face or virtually dependant on need. Focussing on common parenting themes such as Fussy eating, sleep, general behaviour and the challenges that parents face when they reach the teenage years.
- Online self-learning – We recognise that groups are not for everyone, and some parents may prefer to work through an online course at their own pace. There are a variety of modules they can choose from. Parents are provided with a code which enables them to access this support for Free.

[Home - Togetherness](#)

- Information on where to access information can also be provided through the navigation offer - we have a wealth of information on our website and can recommend other links to support.

Referral pathways: Professional and Self referrals are accepted.

Virtual referral – with consent you can refer a family via the Virtual Family Hub website

[Family Hub request](#)

Professionals and families can walk into a Hub and speak to a member of the team or call.

Bromsgrove 01527 835775.

Social Prescribing

Social prescribing is part of a commitment to personalised care.

Personalised care means all people have choice and control over the way their care is planned and delivered, based on ‘what matters to me’ and individual strengths and diverse needs. This happens within a system that makes the most of the expertise, capacity and potential of people, families,



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and communities in creating better health access, outcomes, and experiences. Personalised care takes a whole-system approach, integrating services around the person. It is an all-age model, from maternity and childhood through to end of life, encompassing both mental and physical health support. It can contribute to advancing equality and reducing inequalities in access and outcomes for all.

Social prescribing can support a wide range of people, including (but not exclusively) people:

- with one or more long term conditions
- who need support with their mental health
- who are lonely or isolated
- who have complex social needs which affect their wellbeing.

The service is commissioned by Bromsgrove Primary Care Network which is made up of nine GP surgeries across the Bromsgrove District. The contract between the PCN and Bromsgrove District Council commenced in November 2020 and three social prescribing link workers are employed to support the nine surgeries. (currently one Social Prescriber is on maternity leave)

Social prescribing link workers:

- assess how far a patient's health and wellbeing needs can be met by services and other opportunities available in the community;
- co-produce a simple personalised care and support plan to address the patient's health and wellbeing needs by introducing or reconnecting people to community groups and statutory services;
- evaluate how far the actions in the care and support plan are meeting the individual's health and wellbeing needs;
- provide personalised support to individuals, their families and carers to take control of their health and wellbeing, live independently and improve their health outcomes;
- develop trusting relationships by giving people time and focus on 'what matters to them'; and
- Take a holistic approach, based on the person's priorities, and the wider determinants of health.

There are three referral pathways – patients can self-refer via the Councils' Monitoring Centre phone number; surgeries can email the Social Prescribers requesting they contact a patient they believe would benefit from the service; agencies can refer using a referral form.

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Key activities since last report:

NEW Lifeline

NEW Lifeline has been working hard to support Lifeline Service users and wider community with the changes to the telephony network, from analogue to digital. We welcomed the National telecare campaign and the increased awareness it brought. We continue to seek opportunities to speak to partner and community groups to increase awareness around TEC and the digital switchover. These interactions allow us to highlight the diverse nature of Technology Enabled Care (TEC) and discuss the implications of the digital switch for both TEC and all UK telephony users, providing opportunities for questions, dispelling any concerns over the switch and encouraging vulnerable people to make contact with their landline provider to ensure service continuity.

We have been exploring products from a range of Technology Enabled Care manufacturers, adding new types of equipment to our portfolio of solutions, trialling complex solutions for people with a variety of needs. We are specifically increasing our service offer for people living with memory issues and dementia.

During 2025 we have installed 225 equipment packages in within Bromsgrove.

Every Bromsgrove resident that uses NEW Lifeline service has received a home visit during the past 12 months, ensuring their needs are still being met by the service or the equipment is adjusted accordingly, their personal details are correct and that their Lifeline equipment is fully functional and well maintained. There are currently 1050 service users.

Lifeline operators have received a total of 42,660 alarm calls into the Monitoring Centre during 2025, from residents living in Bromsgrove. Within the year:

- 886 people had fallen
- 505 had a medical emergency
- 11 required the Police to attend
- 993 smoke/fire alarms were activated
- 1469 No response calls were investigated.
- 6649 calls were non urgent in nature, but help was arranged and/or reassurance given.
- 13265 test calls were made
- 8243 calls were made in error.
- 1945 in home sensors were activated detecting unusual movement, doors opening at inappropriate times, people at risk of wandering etc.



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Community Transport – BURT Bus

The contract between BARN and BDC remains in place until May 2026 with the option to extend for 2 years. The main reasons customers use BURT are to attend day centres; to go shopping; and to attend social events. They also do trips for small groups to local garden centres. Trips have steadily increased over the last few years and remain at healthy levels. BURT work in partnership with several organisations and they currently have approximately **567 registered users** and did approximately **4425 journeys in 2024-25** and had completed approximately **2726 journeys** by end of **Q2 in 2025-26**

Worcestershire Family Hubs – Bromsgrove

We have increased our outreach offer by providing regular drop ins in community spaces in priority areas of focus areas such as Charford, Catshill, and Baby banks pop ups. We have continued to work closely with local partners such as Bromsgrove Sports and Leisure Centre, Bromsgrove Library, Health, Bdht, Newstarts and Citizens advice Bromsgrove and Redditch to support families with events, school readiness, and have recently piloted a project called Family bites- healthy eating sessions aimed at parents that would not normally access services.

There are 18 active volunteers recruited and working within the service. The volunteers are building relationships within the Family Hub team and supporting the service in a variety of ways including breastfeeding peer support, parenting group peer support and within the family hubs. We have developed a Parent representative role – to support gaining parents voice, to help support shaping our service. We have a male parent rep – who is supporting our engagement with fathers and developing peer led support such as mens walks from Sanders Park, and engagement events such as Challenge dad. This is feeding into the Worcestershire Dads Task and Finish group and influencing the way other areas are engaging with men. For example, we have created a just for dads flyer of county wide support available to men, and produced magnets for dads – with QR code that takes them to the dads page on the Best start for Life web page. We continue to support and host a peer led support group for parents of children with additional needs.

Bromsgrove data for April 24 – December 25 as follows:

- **1430** referrals received.
- **79** families have received 1:1 Navigation support (Since July 25 as this is a new element of the service.)
- **36** parents have received 1:1 support (since April 2025 as this is a new element of the service)
- **341** parents have received support through a group
- **1,196** hrs of volunteering support.
- **797** Healthy Start Children's Vitamins drops and women's vitamins tablets.

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Social Prescribing

Key activities for the Social Prescribing service have included continuing to promote the service and achieve positive outcomes with patients through their "What Matters to Me" plans. Data for August 24 – November 25 as follows:

- **956** referrals received.
- Involved in the Warmth on Prescription scheme and supported **194** Bromsgrove residents to achieve support through this scheme including families and individuals
- Developed outreach drop in spaces for patients to access our service at Catshill foodbank and bdht 360 drop in.
- On behalf of the PCN facilitated a monthly Menopause Café drop-in session, supported Smear Saturday and Prostate talks.
- Supported **41** patients through funded counselling services.

Anticipated Activities/Key Milestones For Next Period

New Lifeline

NEW Lifeline will continue its digital journey and look to purchase "Software as a Service", ensuring further resilience for the service and an additional safeguard within the Business Continuity plan. Further transmission pathways are to be adopted enabling the use of customer broadband in areas where mobile phone signals are weak or unreliable.

Research and trialling new equipment and suppliers will continue to be at the forefront of our activities.

Activities of Daily Living is not yet monitored by our Monitoring Centre Team and this would be a great step forwards, so we shall be working on the skills and integration required.

We would like to redevelop our web pages, create new content and work on our marketing strategy. The Corporate Comms team will support us through their program of work next year.

A service review looking at skills, responsibilities, allocation of tasks, line management responsibility, resilience, risk mitigation and job evaluation is scheduled for 25/26, and will see some tweaks to our staffing structure.

Community Transport (BURT Bus)

The contract will continue with BARN providing community transport within the district. They will continue to be part of the Worcestershire Community Transport Consortium. They have recently bid and been awarded WCC S106 funding through a new consortium, NEWT, (North East Worcestershire Transport) in partnership with BluWave CIC and Redditch DAR. This will provide Community Transport serving the following residential development sites in Bromsgrove district: land at the Bluebird Confectionary site, Bluebird Park, Bromsgrove Road, Romsley, land at Hopwood Court, Birmingham Road, Hopwood, land at Paul Matty Sportscars, 12 Birmingham Road, Lickey End.



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Worcestershire Family Hubs

Worcestershire Family Hubs are funded by WCC Public Health – this links in with the Worcestershire Joint Local Health and Well-Being Strategy and providing children with the “best start in life” and with the Government’s vision for the 1001 critical days – “Start for Life” and “Family Hubs” programme.

This is a period of development for the service, where we are working on establishing the Hub and Spoke model in priority areas of development (PADS). There will be further funding and KPIs focussing on supporting good levels of development and home learning environments to develop our offer to families around school readiness focussing on 3- to 4-year-olds. We will be recruiting 2 additional staff to increase our parenting offer, developing new groups aimed at the antenatal period and 3-4 yr olds, linking closer with schools and nurseries to identify families in need of the additional support. This will commence April 26.

We will be continuing to provide evidence based parenting programmes and evidencing the impact of these on children, young people and families; a focus on the 1001 critical days and best start in life so the navigation team will focus predominately on families with under 5’s - The Family Hub Navigator role will focus on developing and maintaining ongoing knowledge and relationships with the wider early help offer in the local community. They will serve as champions of the Family Hub with those services and agencies who identify and navigate families to access the offer, as well as helping families accessing the Family Hub, other local community-based help and support that families need to thrive. They will ensure that the locally based information and resources are communicated through the virtual offer and will be updated regularly, this also includes supporting the upkeep of the Councils Knowledge Bank.

Volunteering will continue to be a key part of the family hub offer, we want to support the set-up of more parent peer support led groups in the community and increase uptake of the parent representative role. We aim to have volunteers supporting all aspects of the service.

Social Prescribing

The Social Prescribing objectives going forward:

1. Measuring impact as follows:

- Impact on the person – six-month distance travelled and review of assessment and plan and case studies – this includes a longitudinal study of approximately 10 patients where we aim to undertake a further follow up to evidence longer term impact.
- Impact on the community groups – understanding any gaps in provision or over capacity of VCSE sector sessions/services – there is a need for home visiting befriending services.



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- Impact on the health care system – information from GPs and other local health organisations.
 - Increase activity in Bromsgrove patients by continuing to refer into the Physical activity voucher scheme
 - Continue to gain feedback regarding the service via the end questionnaire and use this to further develop the service.
2. Ongoing relationship building with the GP surgeries, community groups, and promotion of the service – this includes continuing to attend partnership network meetings.
 3. To promote and raise awareness of the Social Prescribing service by creating a partnership event to celebrate national social prescribing day in March 2026.
 4. Social Prescribing Link Workers to be apart of the PCN MDT meetings for each surgery to support the most vulnerable due to health, and support these patients as part of a multi discipline approach.

2. Partnership Working:

The Council works with a range of partner organisations to meet the needs of residents and businesses in the District. The following section details work delivered within the remit of this Portfolio Holder.

Partnership working examples:

NEW Lifeline

NEW Lifeline enjoys working in Partnerships across Bromsgrove, contributing to a number of partnership meetings, workshops and projects to ensure that Technology Enabled Care (TEC) is widely understood by health and care practitioners across the area and accessible to those in need. We work with many public sector and voluntary organisations, sharing information, making referrals to them, and receiving referrals from them to ensure residents have a joined-up service delivery from all organisations.

NEW Lifeline, in partnership with PPP Taking Care have been commissioned, by Adult Social Care, to deliver a TEC Service across Worcestershire. Providing vulnerable Care Service users with equipment installation and 24/7 monitoring through our monitoring centre. Our subcontracting arrangements bring additional resilience to the County ensuring service continuity within installation staff, equipment provision and shared delivery responsibility. Specifically, within Bromsgrove, NEW Lifeline are delivering continuity of service where a person becomes Care Act eligible and/or their support/care needs become more. We have supported 89 residents of Bromsgrove through this Social Care funded partnership.

Worcestershire Family Hubs

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Family Hubs works in partnership with others to lead and develop pathways across the whole system particularly in support of the Priority areas of development (PADS) with the aim of promoting a holistic approach to prevention. Including

- Health Visitors
- GP's,
- Other health Partners
- Midwifery services
- Early educational and childcare providers
- Schools
- LA social care and family support teams
- Other statutory, voluntary and community partners



Family Bites Healthy eating pilot – Partners involved NewStarts, bdht, Citizen's advice Bromsgrove and Redditch.



Christmas event - To Provide a party for Families of the preschool who are in receipt of free school meals, offering a free festive family time and food hampers.

The HUB Bromsgrove provided the HAF Funding to provide the Hampers

- BDHT- Provided Resources and Snacks
- The Family Hub provided the activities
- Newstarts donated selection boxes
- Bromsgrove library provided a venue and song, story, rhyme session.



CHALLENGE DAD!

**Saturday 17th May,
10am - 12pm at
Bromsgrove Library**

**The ultimate Kids vs Dads
competition! Who will win?**

Just for dads & their children aged up to
11 years old, but siblings are welcome.

Come along & take part in:

- Physical challenges
- Exercise challenges
- Taste challenges
- Feely box

FREE
Bromsgrove
Sport & Leisure
Centre Gym
Day Pass for
every dad!

Bromsgrove Library, Parkside, Market St, B61 8DA



Partners involved – Bromsgrove Health visiting service, Bromsgrove Library, Bromsgrove sports and leisure

Social Prescribing

Social Prescribers work with a variety of partners to ensure knowledge of the service reaches those in need, taking referrals from GP surgeries, Occupational Therapists, Social Services, BDHT, Age UK, Onside and a host of other organisations as well as from patients themselves. The Social Prescriber's role is to signpost patients to appropriate services, so partnership working is crucial.

Warmth on Prescription – worked with Act on Energy, bdht, Worcestershire Family Hubs, Health visitors, midwives, parent led groups and other partners to highlight eligible patients to access support with their energy costs.



bdht events – Social Prescribers attended.

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Local businesses supported with freebies to add to the wellbeing packs we gave out on the day and free drinks and venue.

Key activities since last report:

New Lifeline

The Council supports a six week free service, enabling residents of Bromsgrove to try the Lifeline service. This service is available where the referral is made by a Health or Care professional, a Councillor or Council employee or a Partner organisation. Over the last 12 months we have had approximately 70 people using the free service at any one time.

Between April 2024 and the end of March 2025 there were 356 six-week free installations completed. This is an increase of (95) 35.5% on the previous year. Over the same period 232 service users retained the service beyond the initial free period. A conversion rate of 65%, a 6% increase on last year.

Worcestershire Family Hubs

Family Hubs continue to work in attend or lead local events aimed at families and are positive examples of partnership working not only with other professionals and community groups but with families – using an asset-based approach and co-production to understand the types of support and activities children, young people and families are asking for and what they are able to do themselves. For example, challenge dad was coproduced with father's voice and involvement. The events have enabled us to reach new people, gain voice and highlight volunteers.

Social Prescribing



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The partnership between the PCN and BDC continues to grow and develop with internal referral systems to ensure seamless services for patients. Clinical Supervision is provided by the PCN Clinical Leads to the Social Prescribers, and they continue to forge good relationships and understanding the needs of patients.

Attendance at a variety of partnership events including the BDHT events, BARN network meetings, Smear Saturdays, Prostate talks, older peoples forum, MP jobs fayre are some examples.

Anticipated Activities/Key Milestones and Priorities For Next Period

NEW Lifeline

Currently in it's infancy we are working on 2 linked pilot projects that supports Bromsgrove residents when leaving hospital. Occupational Therapists are now able to send patients home with easy self-install Lifeline equipment to aid timely and safe discharge from hospital. The equipment is pre-programmed to link the individual to NEW Lifeline as soon as they return home. This system will only be used where appropriate to do so, i.e. there is sufficient carer/family support to plug in the unit. Where the patient's discharge needs are more complex the OT's can refer the patient to the Reablement Team where a telecare assessment can be commissioned and more complex solutions installed by the NEW Lifeline Team. Working with the hospital staff, strengthening our referral pathways is a key element to ensuring the Bromsgrove residents are receiving a joined up service from multiple partners.

NEW Lifeline team will continue to attend Partnership meetings and events to promote and publicise the service to key agencies supporting vulnerable people within Bromsgrove.

Worcestershire Family Hubs

The Family Hub objectives going forward:

- To continue the development of the family hub and family hub network approach including delivery of parenting programmes in partner venues and within easy reach of local parents.
- Family Hub Navigators to develop and maintain ongoing knowledge and relationships with the wider early help offer in the local community and to be champions of the Family Hub with those services and agencies who identify and navigate families to access the offer.
- To asset map the Priority areas of development to ensure we have a good understanding of services to prevent duplication, pool resource and highlight any gaps within those communities.

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The Social Prescribing partnership objectives going forward:

- Ongoing promotion of the service locally through partnership working and increased social media presence to increase referrals due to the increase in social prescribing link workers.
- To continue to develop strong local relationships with VCSE sector organisations and community groups.

3. Good News Stories and Awards (if applicable)**Title of news story / award: NEW Lifeline Accreditation**

NEW Lifeline has been accredited to the Technology Enabled Care industry best practice Quality Standards Framework. Achieved through rigorous external audit there were no areas of improvement identified.

Title of news story / award: NEW Lifeline digital upgrades completed

Service users of NEW Lifeline have had their equipment upgraded from analogue to digital well before the January 2027 deadline. Ensuring reliability, safety and peace of mind during the telephony network upgrades.

Title of news story / award: Community Health Connectors Case Study**Community Health Connectors Case Study
1:1 Access to Community Support**

A parent walked in to the Hub needing support and this is an example of how we supported.

Waiting List Number:	A
Initials:	Female
Gender:	8 weeks
Age	
of Children Involved:	

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Background Information <i>Any additional information about who else is involved e.g. family members and/or other services</i>	A came into the centre having been told about us from her H/V. She came in with her 8 week old baby needing some support. Sue from the office asked me to have a chat with her about how we could help.
Referral Source <i>How was the family first engaged with?</i>	Walk in Pear Tree Family Hub recommended by Health
Reason for Referral <i>What were the key issues/problems?</i> <i>What were they looking for help with?</i>	A was struggling financially as her job did not cover any maternity pay and she had 3 other children. She was waiting for her UC to be sorted but in the meantime having had a chat we worked out how we could help. She was struggling for food, baby milk and nappies so we filled in a food parcel form for New Starts who contacted her within an hour of us putting it through. I also placed one for Catshill Food Bank for the following week as well as got in touch with Act on Energy to see if he could help with energy bills and water. A is currently in a privately rented house and I suggested she go the BDHT 360 drop in on a Wednesday to start the process of going onto the social housing list. I also encouraged her to get the older children into some HAF funding places as the summer might be a bit of a strain.
What might have happened without the intervention?	If A hadn't called in that day, there was a good chance she would have gone without food and would have ended up in more debt as a consequence.

Actions:

What support did the family receive? <i>What did the CHC do?</i>	A referral went into New Starts, Catshill Foodbank and Act on Energy, BDHT 360 Drop-in and HAF.
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Impact and Outcomes:

How has the situation improved? <i>What positive steps are the family now taking?</i> <i>What has been the impact on the child/young person?</i> <i>Impact on the wider community and others?</i>	I emailed A a week or so later and asked how she was doing. She confirmed New Starts had helped with food, nappies and milk for the little one, Catshill had agreed to a rolling food parcel weekly until she was sorted with her UC. She had also just received £500 worth of help towards her energy and help with her water from Severn Trent. A was really appreciative of the help and support we had guided her to and said she was hopeful of coming to the Bumps, Baby and You group on a Thursday.
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<p><i>Include any measurable outcomes e.g., % of increased school attendance.</i></p> <p><i>Include Friends & Family Test Narrative</i></p>	<p>She seemed to have come a long way in short space of time and was really appreciative of everything we had done.</p>
<p>What really worked to make the difference?</p> <p><i>Include quotes if possible.</i></p>	<p>Having the relationship with the foodbanks, knowing that they would help at short notice and having the links with Act on Energy who are brilliant at accessing pots of money quickly.</p>
<p>Who did we support the family to access?</p> <p><i>(inhouse or external)</i></p>	<p>New Starts, Catshill Foodbank, Act on Energy, Bumps, Baby and You, BDHT 360 drop-in and HAF.</p>
<p>Staff reflection and lessons learnt; how can we improve next time?</p>	<p>Having the knowledge to know what support was available and being able to refer with confidence knowing the other services would help.</p>

We have received the following compliments letter from a local Mom in Bromsgrove who had accessed a number of services both antenatal and postnatally through her parenthood journey and how the support she had received through accessing groups and community services has supported her as a new parent:

Subject: Local Family Resources in Hagley and Bromsgrove

Dear Sir/ Madam,

I am writing to commend staff at your Bromsgrove and Hagley libraries and to also highlight two services Worcestershire County Council and Bromsgrove District Council offer that I feel are an invaluable resource for families, especially new parents.

By way of background, I am a first time mother in my early thirties and have used your community, healthcare and family hub services frequently over the past year and a half. Most notably, I have found the Birth and Beyond antenatal 4 week course and the free Bounce and Rhyme library sessions (for under 2 year olds) to be invaluable. Both services have significantly supported my experience as a new parent in the local community and I have heard similar feedback from other parents.

The **Bounce and Rhyme sessions** at your local libraries are, in my opinion, an **invaluable resource** for new families. The fact that this is a **free, easily**



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accessible service is crucial, as it removes the barrier of cost and travel often associated with private classes. The staff who lead these sessions, especially **xx at Hagley** and the Bromsgrove library team, are outstanding. They are friendly, engaging, and ensure every session is fun for both babies and parents. These classes have been instrumental in allowing me and other parents the opportunity to **get out of the house**, provide sensory and play experiences for our babies, and, most crucially, to **connect with one another**. Our babies also benefit immensely by interacting with other children, building their social and motor skills.

Equally essential are the **Birth and Beyond antenatal classes** facilitated by Bromsgrove District Council (my particular session was led by xx who was very friendly and helpful). These courses have been invaluable in equipping me and other parents with **key skills and mindsets for parenthood**. Furthermore, and more importantly, they have enabled us to establish lasting support networks; I am still closely in touch with mothers from my course, providing a crucial WhatsApp chat group for guidance, reassurance, and arranging meet-ups, especially during those challenging early days.

I felt compelled to write this letter because while these resources and classes are **hugely popular and consistently receive glowing feedback** from users, it is unlikely that this positive appreciation reaches your office directly. At a time when council and service funding must be under constant review, I urge you to recognise how **vital and cost-effective** these accessible resources are to families and the wider local community. Against a backdrop of rising mental health, post-partum depression and social care issues, I truly believe that free services such as these have the potential to have a wide ranging and long term impact across local communities, and in consequence help reduce some of these societal issues, even if just partly.

Thank you for your time and for supporting these essential local services. I would also appreciate if you could pass on my thanks to the local teams mentioned, if at all possible.

Yours faithfully,

XXX

The following extract is a from a brief intervention case study of a new Mom with her new born baby and the difficulties she was having, feeding, crying, isolated and lacking confidence. A Family Hub Practitioner was able to offer a tailored package of support through home visits and community meet ups to support Mum to feel more confident and increase her support network in the community.

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Brief 1:1 intervention Case Study

Initials, gender and age of child/ren involved.	Baby M Female 6 weeks
Background information <i>Any additional information about who else is involved e.g. family members and/or other services</i>	Mum and Dad live together with their first baby M. Dad works full time. Mum was working as a nursery nurse and is now on maternity leave, unsure if she will go back.
Referral source	Health visitor
Reason for referral <i>What were the key issues/problems?</i> <i>What were they looking for help with?</i>	Mum is currently feeling tearful due to a difficult first 6 weeks following the birth of her 1st baby. M has struggled with crying periods and unsettledness due to reflux and mum has found this difficult to manage. Mum does not feel confident to access groups as she is nervous about meeting new people and worries M will cry and she will be unable to settle her. Mum would really like some support from your 1:1 <u>workers</u> at home to begin with, hopefully with the aim of increasing her confidence to attend your groups and widen her support network.
What support did the family receive? <i>How many 1:1 <u>sessions</u> completed</i> <i>Engagement</i> <i>Where did these sessions take place? Hub, home</i> <i>Co work with Navigator/</i> <i>Peer supporter</i>	Two one to one sessions were completed in the home to support with reassurance, guidance and containment for mum, alongside gaining knowledge about improving M's sleep and preparing for Intro to solids. One, one to one session completed in the community. Mum and M were invited to the understanding Your Baby group stating in Oct 2025. They attended 2/6 sessions.

Impact and Outcomes:

How has the situation improved for the family? <i>What positive steps are the family now taking?</i> <i>What has been the impact on the child/ young person?</i> <i>Impact on the wider community or others?</i> <i>Include any measurable outcomes e.g., % of increased attendance of group</i>	Mum is now accessing support/friendship from a friend she had previously but had not felt able to engage with, and from new mums she has met in groups at the Family Hubs. She feels more confident to go to community venues now she has confidence that M will not cry and if she does, mum now feels more able to meet her needs. Mum is aware of more groups free and paid for that she can go to with M. Mum has received information via one-to-one support and feels better informed about Introducing solids when the time comes and for tips on improving M's daytime naps.
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What really worked to make the difference?

Include quotes if possible.

Mum said in terms of her parenting and being a parent, she feels much more confident and happier; she said she is enjoying it more now. M is more settled; she has been supported by her GP with the feeding issues she has had since birth and now the tongue tie has been addressed, and the colic has passed M is feeding better and has less pain.



Mum is accessing groups in the community with a friend; she is getting out of the house with M more often. Mum said she really enjoyed the sessions of Understanding Your Baby she completed. She has started a swimming group with other parents in the group and is in touch with other mums from the group via WhatsApp and telephone