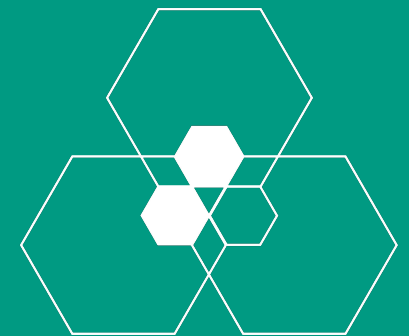


Rochdale's Family Help Trailblazer

Creating the conditions for neighbourhood Family
Help models connected to communities



Purpose

MacAllister (2022) children's social care review proposed a revolution in Family Help:

The vision:

Identified enablers:

Family Help

Integrated neighbourhood family help teams built in partnership with the families and communities they serve.

Universal and Community Family Support

High quality universal and community support available to families.

Connected Partners

Conversations and relationships taking priority over pathways and referrals to avoid hand offs.

Understanding Families

Being connected to all families, especially families who are Black, Asian, and Minority Ethnic or in poverty and who have disabled children and teenagers.

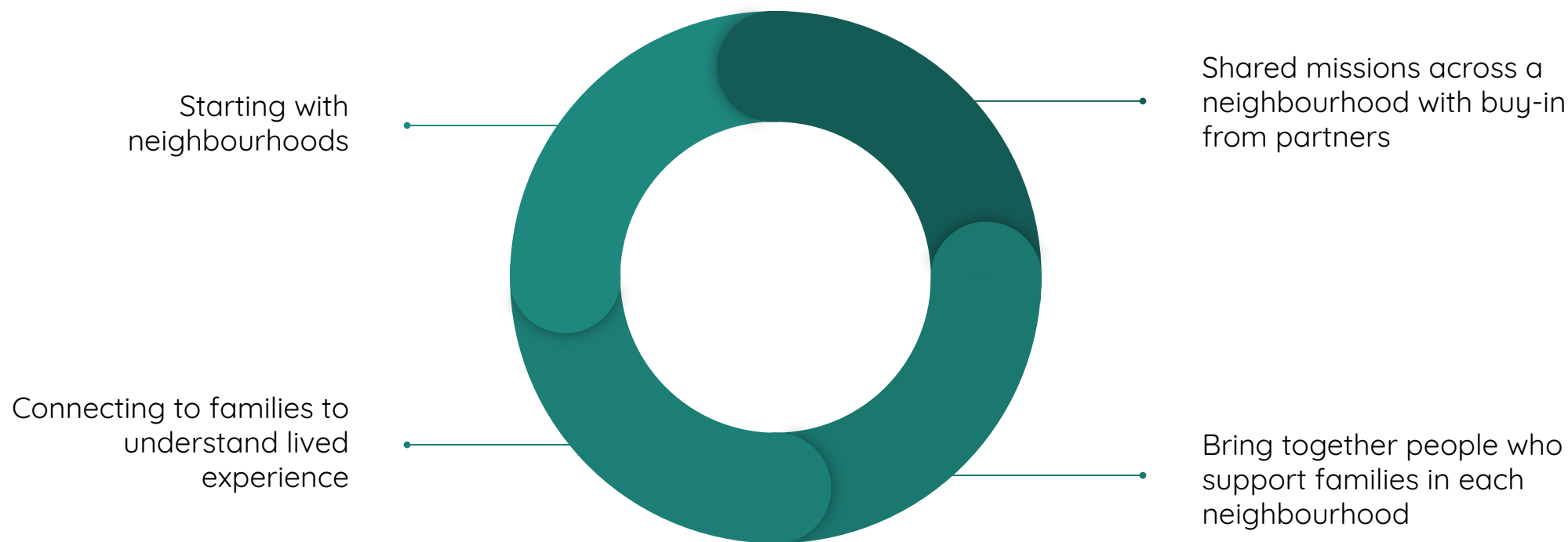


Developing the identified enablers

Aim:

To create the conditions for a successful Family Help model in Rochdale, we wanted to develop shared missions for families in each neighbourhood and secure buy-in from partners.

Our intended approach:



We had to shift our thinking to do this properly

We thought we would	Instead, we
Develop our approach in all five neighbourhoods at once	Began in one neighbourhood with a focus on learning about approach
Host one workshop to map strengths and assets of the area	Recognised there is so much we don't know and we must refocus to connect widely
Engage senior stakeholders from across agencies and sectors	Took a 'lanyards off' approach - <i>anyone</i> who cares about families is welcome
Create locally owned missions in a single workshop	Led up to developing missions in a series of workshops
Bring in lived experience through families attending our Family Hubs	Reached out to families that we aren't as connected to with a focus on equality
Quickly notice themes, voices, and priorities of families living in Rochdale	Created the conditions to build trust & be agile in learning and responding to families

The shift made the work more Rochdale



Our refined approach

With a shift in thinking and a focus on one neighbourhood, our refined approach was to:

Have the work led by
Neighbourhood Lead
Neighbourhoods - a
'doorstep out' approach.

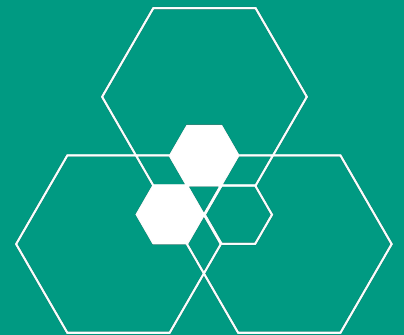
Reach out widely to
families
Understanding where
families are in Rochdale
and what matters to them.



Agree shared
missions about 'why'
we might come
together
Shared missions define
how partners will come
together as a collaborative.

Bring together a
collaborative
A space for anyone who
cares about families to
build relationships and start
working together.

Led by
Neighbourhood
Lead

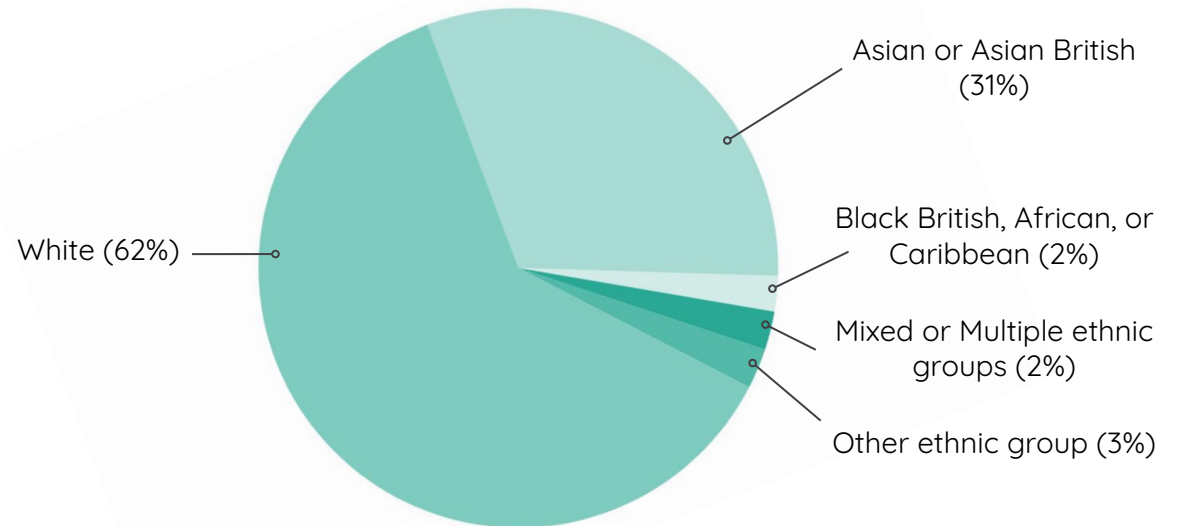


Our starting point - Rochdale North

A neighbourhood recently created by Rochdale Borough Council which brings together:

- Rural and urban areas
- Areas with higher deprivation and those with lower
- Diverse communities

Diverse in demographics



Unfair, damaging, and negative representation in media

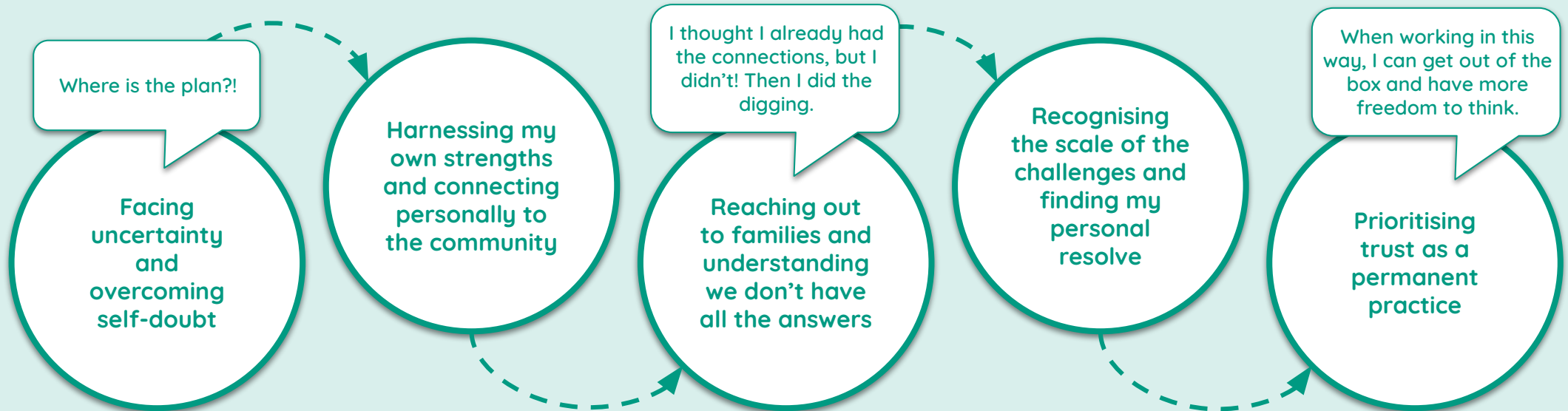
“A picture of the Lower Falinge estate in 2013 has been repeatedly used to illustrate national stories about poverty”

4

Family Hubs across Rochdale North

Journey of project through the lead

The journey tells a story of what it takes: redesigning roles to enable new ways of working



ENABLING FACTORS

Coaching

1:1 coaching throughout to:

- Reflect and learn
- Build innovation capability
- Personal leadership style
- Increase confidence

Dedicated time

Dedicated time enabled:

- Face to face relationship building
- Engagement with families and community
- Planning

Permissive environment and support

Managers and senior leaders:

- Create a supportive space for innovation
- Support shifts required
- Advocate, connect, and unblock barriers
- Help the work thrive

Coordination support

Dedicated capacity enabled:

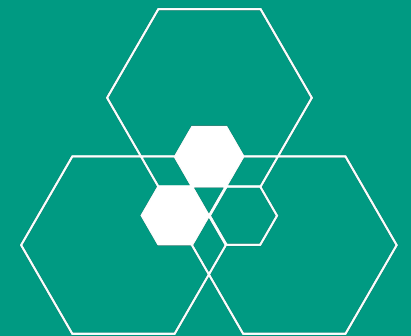
- Split the collaborative organising from the relationship creation
- Lead able to focus relationships
- Developing another colleague

Tech and digital tools

New ways of working mean:

- Design tool for workshop resource creation
- Work mobile vital for relationships
- Communication tools for collaborative

Reaching out
widely to
families



Reaching out to families

Alongside another trailblazer site, we created a strengths based tool to capture what matters most to families. Then, we took it out to get to know the families that we were less connected to.

We were welcomed in sewing classes, drumming sessions, and up Healey Dell.

One group even put a spread on.

Are people seldom heard or are we seldom making the time?

Our Family

Our postcode:

Who are you all? Introduce us!
Feel free to use your own names or to change your names, give children's ages, and some information to help paint a picture of you. Include everyone who lives with you, has lived with you, or spends a lot of time with you all.

What are the things that each of you end up spending your time doing?



What are the things that each of you enjoy or the things that you would like to do more of?



Where do each of you spend time?



How do you spend time together?



Who is important to you all as a family? Circle those you see often

Who is important to one or some of you?

Who might you go to if you needed help?

Our biggest worries are:



Our biggest hopes for the future are:



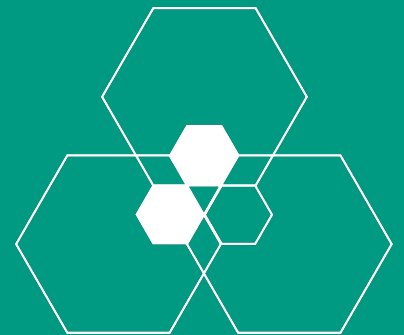
Three changes that would make things easier for us at the moment would be:



Three words to describe us would be:



Bringing
together a
collaborative



Why a 'collaborative'?

Our existing Family Hub networks are different to the collaborative space created:

Existing networks	Collaboratives	Why?
Practitioners attend representing their organisations	'Lanyards off' approach - anyone who cares for families	A bigger picture of the whole universal and community offer
Meetings enable information sharing and service updates	Workshops enable relationships and encourage connection	Practitioners connect families to Family Help & community offer
Hosted in our venues with attendees welcome guests	Hosted in neutral venues with attendees collaborators	To broaden attendance beyond 'usual suspects'
Aims for live understanding of service offers	Aims to understand what people really do for families	A future where families are connected to the right support
Purpose and missions often unwritten and defined by Council	Purpose and missions defined and written collaboratively	Focus on what matters, get buy in, and start working together

Collaborative Distinguishers



Doorstep out

We start where families are and not where we might like them to be.



Lanyards off

We collaborate as equals who are united by our care for families.



Collaboration

We understand our interdependence and what we might achieve together for families.



Whole families in communities

We understand family life holistically and so collaborate wider than a children focused lens.



What do you really do?

We connect understanding that our practice often reflect our strengths not just our role descriptions.



Creating a connected network

We connect people into the space and connect together beyond the collaborative.

Connecting widely

We asked 'who else?' enough times to find **seven** community organisations that we had not yet connected to the Early Help system who were supporting families in Rochdale North.



In no way on the margins: these organisations are *literally* at the heart of the neighbourhood.



Aiming to connect: we noticed care for families and community unites us.

Rochdale North Collaborative



Aligning on shared missions - 'why' we might come together.

Generating
shared values
and 'why'



Rochdale North Collaborative Values

Connection

We believe in the power of strong relationships. Feeling connected builds trust, understanding, and a sense of belonging. We listen to each other, communicate openly, and create welcoming spaces where everyone feels valued.

Respect

We celebrate the diverse experiences and contributions of all. We treat each other with kindness, listen to different viewpoints, and create an inclusive environment where everyone feels safe and welcome.

Empathy

We strive for deep understanding of others' feelings, contexts, and pressures. We listen with compassion, offer support, and create a space where everyone feels safe to express themselves.

Fairness

We believe in a community where everyone can thrive. We understand that everyone's journey is different, so we challenge injustice to build a strong and inclusive community where everyone can flourish.

Potential

We believe in children, families, and each other. We know systems and circumstance can make creating a fulfilling life hard, so we challenge injustice and seek to unblock barriers together.

Openness

We lead with honesty and transparency. We build trust through openness and create safe opportunities for exploring all perspectives, including new and different ideas, to find solutions.

Rochdale North's Collaborative Missions

Strengthening connections for families

We are a connecting space which makes sure that anyone who supports families is linked to others who do the same.

Making the system work for families

We identify, analyse, and seek to remove systemic barriers that prevent families from thriving.

Building a movement and collective voice for families

We amplify family voice and mobilise people who help families to advocate for what will really help families.

Championing fairness and belonging for families

We work towards a town where all families feel valued and that they have what they need to thrive.

Generating learning and sharing knowledge

We share knowledge to deeply understand families, systems, and expertise.