Early Help: Opportunities, Challenges and Best Practice

Four ways to book:
Complete one registration form for each delegate
BOOK ONLINE AT www.earlyhelpconference.com
EMAIL TO lucy.allen@markallengroup.com
CALL 020 7501 6782

www.earlyhelpconference.com
Join experts and leading practitioners from across the sector and gain practical insights to help you commission and provide services that have a genuine impact for children, young people and families.

The conference will enable you to:
- Marshall resources to support children, young people and families more effectively
- See what integrated commissioning looks like in practice
- Overcome the challenges in making an evidence-based case for investment in early help
- Learn what actions are effective in reducing inequalities in early childhood while preparing children for school
- Understand the role of social and emotional skills including resilience, in children’s development
- Learn how the Early Intervention Foundation can support you in your work
- Hear how public health commissioning of services from 0-19 and beyond can bring improved outcomes for children and young people
- Hear about how power is being transferred from statutory services to communities in giving children the best start
- Understand the current role of children’s centres in supporting local early help strategies
- Support families with complex needs
- Attend breakout seminars on working with under-threes; health services; schools; children’s centres; troubled families; and adolescent mental health

The day is designed for:
- Managers, directors and practitioners across children and young people’s services
- Commissioners of services
- Early help teams
- Charity chief executives and directors
- Policy makers and officers
- Early support co-ordinators
- Troubled families teams
- Public health professionals
- Health and wellbeing boards
- Children’s centre managers
- Health visitors
- CAMHS professionals
- Quality and performance managers
- Heads of strategy
- Heads of evaluation and evidence
- The academic community

**Early Help: Opportunities, Challenges and Best Practice**

8.45 Registration
9.30 Welcome
9.35 Chairperson's welcome
9.40 Government keynote: Policy priorities on early help for children, young people and families for this parliamentary term

**Speaker**
- Ravi Chandiramani, Editor-in-chief, Children & Young People Now
- Christine Davies CBE, Trustee, Early Intervention Foundation
- Helen Stephenson CBE, Director, Early Years, Child Poverty and Children’s Services Strategy at Department for Education

10.00 Questions
10.10 Marshalling our resources to intervene earlier
- Pooling the resources and efforts of public agencies to support children, young people and families more effectively
- Reshaping how early help is offered with reduced funding
- Promoting the increasingly critical role of schools in early help

**Speaker**
- Alison O’Sullivan, President, Association of Directors of Children’s Services

10.40 Support for the sector: the Early Intervention Foundation
- How to successfully turn evidence on early intervention into practice
- The challenges in practising early intervention in a tough economic climate
- The role of social and emotional skills, and in particular resilience, in protecting children and young people as they develop and grow

**Speaker**
- Carey Oppenheim, Chief Executive, Early Intervention Foundation

11.10 Questions
11.20 Refreshments
11.40 Early Intervention across the Essex Partnership
- Transforming into an outcomes-led commissioning organisation
- What integrated commissioning looks like across all partnerships and NHS
- Examples of activity, practice, learning, and service user involvement that have helped shape the early help offer in Essex

**Speaker**
- Barbara Herts, Director for Integrated Commissioning, Essex County Council

12.05 Questions
12.10 Practice Seminar 1 – choose between A, B and C

**A. BIRTH TO THREE** Blackpool’s 10-year transformation plan
How Blackpool is aiming to give children a better start using a public health approach based on evidence-based practice, evaluation, and knowledge sharing, with power transferred from statutory services to local communities

**Speaker**
- Merle Davies, Director, Blackpool Centre for Early Child Development

**B. HEALTH SERVICES** WellFamily – Supporting families with complex needs: the Hackney Experience
How the WellFamily Service provides a “single door” at GP surgeries for wide-ranging family support including counselling, advice and practical help in Hackney, the second most deprived area in England

**Speaker**
- David Holmes CBE, Chief Executive, Family Action & Emel Hakki, Manager, WellFamily Service in Hackney, Family Action

**C. SCHOOLS** Stand Out Boys
A project that targets boys in school reception class who show characteristics that will prevent them settling into their learning. Stand Out Boys engages parents and teachers, and provides them with the practical strategies to achieve changes in children’s behaviour and engagement in learning

**Speaker**
- Trefor Lloyd, Founder, Boys Development Project

GROUP DISCOUNT: 4TH DELEGATE ATTENDS FOR FREE
12.55 Lunch break

13.55 Practice Seminar 2 – choose between D, E and F

**D. CHILDREN’S CENTRES** The role of children’s centres in supporting an early help strategy for local authorities

What the Ofsted inspection framework means for children’s centres; the role of children’s centres as providers of “earlier” early intervention; and the impact of government plans to extend free childcare on what children’s centres offer

**Speaker**
Gerry Allen, Area Children’s Centre Manager, Huyton, Merseyside

**E. TROUBLED FAMILIES PROGRAMME** Building Successful Families in Sheffield

Embedding early help into a whole-family approach to strategy, delivery, impact assessment and future planning

**Speaker**
Dawn Walton, Assistant Director, Prevention and Early Intervention, Sheffield City Council

**F. YOUNG PEOPLE’S MENTAL HEALTH** A Game of Two Halves – building resilience and creating opportunities for change for young people through football

Twelve-week programme that aims to prevent young people being excluded from secondary school, offering them a safe space to come together, share and reflect on their strengths and difficulties

**Speaker**
Dr Nick Barnes, Young People’s Psychiatrist, Haringey Adolescent Outreach Team

14.35 The evidence test: have we really won the early help argument?

- Overcoming the challenges in making an evidence-based case for investment in early help
- How do we robustly demonstrate impact?
- What is the evidence that early help is actually making a difference to children, young people and families?

**Speaker**
Enver Solomon, Director of Evidence and Impact, National Children’s Bureau

15.05 Questions

15.10 Refreshments

15.25 Giving every child the best start in life: the public health potential

- How local areas can act collectively to improve health and wellbeing outcomes for all children
- Effective actions to reduce inequalities in early childhood while preparing children for school

**Speaker**
Eustace de Sousa, National Lead, Children, Young People and Families, Public Health England

15.55 Challenges and opportunities for local authorities and partners to improve outcomes for children across the life course

- How public health commissioning of services from 0-19 and beyond can bring improved outcomes for children and young people
- The integrated models of delivery that achieve quantitative as well as qualitative outcomes
- Confronting the challenge of providing “better for less”

**Speaker**
John Forde, Consultant in Public Health, Coventry City Council

16.20 Questions

16.25 Chairperson’s summing up

16.30 Close of conference

---

**Promotional opportunities**

Exhibiting at the Early Help Conference provides an excellent opportunity to engage with key decision makers in services for children, young people and families.

To discuss how your organisation can be involved, contact Abdul Hayee on 020 7501 6767 or abdul.hayee@markallengroup.com

**Speaker confirmation and changes**

Any speaker updates and all further details are on the website www.earlyhelpconference.com

**FOUR WAYS TO BOOK:**

**COMPLETE ONE REGISTRATION FORM FOR EACH DELEGATE**

(PHOTOCOPIES ARE PERMITTED)

**BOOK ONLINE AT**
www.earlyhelpconference.com

**EMAIL TO**
lucy.allen@markallengroup.com

**CALL**
020 7501 6782

---

**FREE BOOK NOW @** www.earlyhelpconference.com
# Early Help: Opportunities, Challenges and Best Practice

30th September 2015, Inmarsat Conference Centre, 99 City Road, London EC1Y 1AX

## Ways to book:
- online at: [www.earlyhelpconference.com](http://www.earlyhelpconference.com)
- Booking line: 020 7501 6782
- Cheque: to the address below
- Request an invoice

## Your Details:

(Photocopies of this form accepted)

<table>
<thead>
<tr>
<th>Title (Dr, Mr, Mrs etc)</th>
<th>Forenames</th>
<th>Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job title</th>
<th>Company name</th>
<th>Company address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Post code</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Telephone</th>
<th>Email</th>
<th>Dietary requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I understand that this registration booking is subject to the booking conditions.

Signature: ____________________________ Date: __________

## Conference Rates

Please tick the box as applicable

### Conference Rates

<table>
<thead>
<tr>
<th>Pricing details</th>
<th>Full rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Full rate - Private sector &amp; agencies</td>
<td>£549 + vat</td>
</tr>
<tr>
<td>2. Reduced rate - Public sector, Local Authorities, Universities &amp; Colleges</td>
<td>£429 + vat</td>
</tr>
<tr>
<td>3. Supported rate - Charities &amp; voluntary organisations</td>
<td>£299 + vat</td>
</tr>
<tr>
<td>4. Exhibitor rate</td>
<td>£2,250 + vat</td>
</tr>
</tbody>
</table>

Not sure which rate?

Call now on: +44 020 7501 6343

Value added tax; UK Customs & Excise specify that all conference participants must pay VAT at its current rate of 20%.

## Payment Details:

- I wish to pay by Credit Card

  Please debit my [ ] Visa [ ] Mastercard [ ] Maestro [ ] American Express

  Card no ____________________________

  Valid from _______ Expiry date _______

- Cheque

  Make your cheque payable to MA Education Ltd

- Invoice

  Requesting an invoice and signing this form will secure your place at the conference. All invoices must be paid in full before the event. See booking condition 2.

## Conference fee includes

- Entrance to the conference, lunch and refreshments, full conference documentation.

## Confirmation of booking

All bookings will be confirmed by email, unless otherwise stated. Please contact us if you have not received your confirmation 5-7 days after submitting your booking.

How did you hear about the conference?

- [ ] Direct mailing
- [ ] Email
- [ ] Recommendation
- [ ] Children & Young People Now website
- [ ] Other website (please specify)
- [ ] Advert in magazine (please specify)
- [ ] Other (please specify)

The Venue

Inmarsat Conference Centre, 99 City Road, London EC1Y 1AX

## Booking conditions

MA Education Ltd (The Company) accepts bookings under the following conditions:

1. Returning the signed registration form constitutes a firm booking.
2. The Company reserves the right to cancel a booking if payment is not made six weeks prior to the conference taking place.
3. Written cancellations received six weeks prior to the conference will be accepted and a refund less a 10% administration fee will be made. After this date, no refunds can be given. Verbal cancellations will not be accepted. If written cancellation is not received six weeks prior to the conference full payment will still be due irrespective of whether the delegate attends the conference. Substitute delegates are welcome at any time.
4. MA Education Ltd reserves the right to change the conference speakers in cases of illness or other conditions beyond its control. Speakers approached at the time of print.

Bookings are not confirmed until the booking has been paid for.

Full terms and conditions can be viewed at: [www.earlyhelpconference.com](http://www.earlyhelpconference.com)

## Contact

For more information visit [www.earlyhelpconference.com](http://www.earlyhelpconference.com)
or telephone: 020 7501 6782 email: lucy.allen@markallengroup.com

Data Protection – By registering for a conference MA Education can provide you with information relating to your booking and other MA Education related products or services via email, direct mail, fax or telephones. Please write to the head of marketing at the address below if you do not want to receive this information. We may also make your details available to carefully screened companies (excluding email addresses) who have offers that may be of interest to you.

[ ] If you specifically do not wish your details to be made available to third parties, please tick here.
[ ] Yes, I would like to receive carefully screened and work-related information from third parties.