

pinpoint

for parents by parents



Making your voices heard

SUPPORTING, INFORMING, INVOLVING AND
EMPOWERING CAMBRIDGESHIRE PARENT CARERS

FAY DUTTON and JANET DULLAGHAN Chairs of Trustees'



At Pinpoint, we focus on engaging and empowering parents, embedding co-production, and ensuring parents can participate in influencing services so all children can achieve their full potential. Much of what we do enables parents and carers to increase their knowledge and understanding of their children's needs and the services and support available in the local area; we build parent carers' confidence and resilience through peer-to-peer support, training, access to information and guidance, and signposting to services and support.

It is remarkable how much the world has unexpectedly changed over the last 3 years with the pandemic: the war in Ukraine, political turmoil in UK, and the cost-of-living crisis. In addition, we have had local structural changes with the merger and subsequent separation of Cambridgeshire and Peterborough Local Authorities, and NHS reconfigurations including the Cambridgeshire and Peterborough Clinical Commissioning Group being replaced with the broader Integrated Care System in July 2022. Both the Council and the NHS have continued to fund Pinpoint throughout these turbulent times, valuing the co-production work we do with them. We might also reflect there is an acknowledgment of a crisis in the provision of Special Education and Disabilities (SEND) services locally and nationally, as set out in the SEND and Alternative Provision Green Paper, 2022. In spite of these challenges Pinpoint has consistently delivered against families' priorities.

With a small, dedicated and hard-working team of six part-time staff and a Trustee Board of seven, as well as parent-carer volunteers, Pinpoint facilitates strong parent-carer voices which have resulted in numerous improvements to services over the years as can be seen in our Annual Reviews on the Pinpoint website. Work carried out for Cambridgeshire County Council, the Department for Education, the NHS and other funders strengthens and expands our parent engagement and empowerment, enabling parents to be equal partners in services and support for their own families, and the wider community.

During the last year, the trustees and staff have worked together to review our Strategic Plan 2017 – 2022 and to develop a new Plan for the next five years. We have looked at the strengths, weaknesses, opportunities and threats for Pinpoint's work and reviewed our Vision, Mission and Values. The new Strategic Plan 2023-2028 details Pinpoint's considerable achievements over the last 5 years and the challenges going forward. We have set out in this Strategic Plan, our ambitious developmental Goals for the next 5 years seeking to deliver the best possible outcomes for all children and young people with additional needs in Cambridgeshire. Pinpoint's Strategic Plan 2023-2028 can be downloaded from our website: <https://www.pinpoint-cambs.org.uk/about-us/strategic-plan/>

Fay and Janet

HELLOS & GOODBYES

We said goodbye to Margaret Sare as she relocated. She had long service with Pinpoint, as a volunteer, Champion, and Trustee over many years with Pinpoint. Thank you, Margaret, for many years of support. Viktorija Proctor joined us to deliver on an outreach project as part of the Opportunities Area and has returned to her role as a SENCo in a nursery. Kate Atkinson has returned to resume her editorial career leaving Pinpoint in a good place having gained from her expertise - we also have to thank her for a new look website.

Amanda Buckenham joined us as a trustee, but like so many parent carers, needed to step back to support her own children. Michelle Quail has taken on the Communications role having been our Admin Officer. Karina Whittington had already been working for us on a temporary contract and we are pleased to announce that we have been able to make her a permanent team member. Janet Dullaghan retired from working as a Commissioner for the Local Authority and we were pleased to be able to welcome her to the Board of Trustees.

We want to expand and strengthen the board and welcome the opportunity to speak with anyone who may be interested. We particularly want to hear from parent carers with children and young people in education. We acknowledge that time is precious, and we can be flexible in the demands we make of trustees.



Kate
Atkinson



Viktorija
Proctor



Margaret
Sare



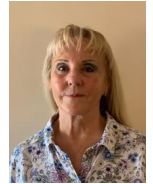
Amanda
Buckingham



Michelle
Quail



Karina
Whittington



Janet
Dullaghan

Our year in numbers

Pinpoint has had another busy year working with parent carers on our participation work to help improve Cambridgeshire services for families with children and young people with SEND (Special Educational Needs and Disabilities).



Meet our Team

Pinpoint is a Charitable Incorporated Organisation governed by a board of trustees. The Board, many of whom are parent carers of children with SEND, shapes the strategic direction of Pinpoint, provides its governance assurance, and oversees the Chief Executive Officer. They work hand in hand with the staff team, who are also parent carers, to make the strategic aims into operational activity. The staff, in turn, listen to parent carers and shape Pinpoint's offer accordingly, in line with the funding we receive.

Trustees are volunteers and meet once or twice a month to fulfill their roles. Our staff team are all part-time and term-time only, with the exception of the CEO who is part-time year-round. The staff team all have specific roles but are multi-skilled ever to cover multiple operational functions, as needed in such a small team.

Our Trustees



Fay Dutton
Chair of Trustees



Janet Dullaghan
Chair of Trustees



Christine Stocker - Gibson
Vice-Chair of Trustees



Tina McKewan
Treasurer

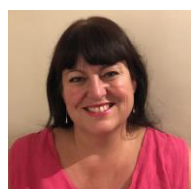


Hasan Amjad
Trustee



Dawn Hall
Trustee

Our Staff



Sarah Conboy
CEO



Lisa Martin
Deputy CEO



Linda Green
Engagement and
Participation
Officer



Bianca Cotterill
Finance Officer



Michelle Quail
Communications
Officer



Karina Whittington
Session Host

OUR CORE BUSINESS



We are the DfE Parent Carer Forum for Cambridgeshire and part of the regional and National Network of Parent Carer Forums

As Cambridgeshire's Forum, we are also a member of the Eastern Region Parent Carer Forum (ERPCF) and active members of the regional SEND Network. We attended a two-day virtual National Network of Parent Carer Forum (NNPCF) Conference and a face-to-face NNPCF conference. We have taken part in training throughout the year. Our contribution was recognised by both the Secretary of State and School Ministers.

The ERPCF have commissioned Forums to undertake new Health work, such is the strength of our network. Sarah, our CEO, is a representative for the ERPCF working regionally and nationally on behalf of parent carers, as well as Vice Chair of the regional forum.

We continue to work in partnership with colleagues in Peterborough, looking at how we can support each other. This is increasingly important as Cambridgeshire and Peterborough share their policies, resources, and processes.



Local Authority and Health Parent Participation and Co-production

The ongoing challenges post-pandemic with a cost of living crisis have meant we have continued to be a vital communication channel to get information out to parent carers. We have provided materials for the Local Authority and Health to use. We have had a dedicated part of our website where we have provided information to support parent carers on cost of living.

The pandemic delayed many of the commissioning and policy changes that had been anticipated but as this work has resumed we have taken every opportunity to ensure parent carers are participating in service development and co-producing new services and SEND policies.

We continue to deliver a range of workshops and training funded by the Clinical Commissioning Group (CCG), which became the Integrated Care System (ICS) in July 2022. These include Attention Deficit and Hyperactivity Disorder (ADHD)/Autism Spectrum Disorder (ASD) groups, Expert Parent training and Challenging Behaviour workshops. The ASD/ADHD groups continue to run each month online. We have been able to provide a wide range of speakers offering advice and support on topics parents tell us they need. This year these have included mental health, anxiety, behaviour management and managing sleep.



PROJECT UPDATES

In 2022-23 we actively sought additional funding, which led to several new projects.



Pinpoint Champions

The help we received from the Co-op enabled us to develop the programme. We have been reaching out to schools and have been in the process of developing more localised support, working with other providers such as children's centres as they have returned to an in-person offering. The ongoing post-pandemic issues have presented more challenges, but we have been creative and our Champions have been using social media and their local networks to reach families.



Pinpoint Tii Hubs

These virtual groups had been running as part of our ongoing Opportunities Area work. We received additional funding from the Co-op which enabled us to offer them for all of Cambridgeshire.



Pinpoint Opportunities Area

We have been part of the Year 5 Opportunities Area programme working in East Cambridgeshire and Fenland and have been pleased to be able to deliver more workshops and Tii Hubs. The pandemic saw us move these workshops and Tii Hubs online. Workshops have included a huge range of speakers covering everything from how to access services, supporting mental health, and wide-ranging topics including dyslexia and behaviour. We have worked with our colleagues to publicise Pinpoint's offer through their networks – extending our reach to parent carers, professionals, schools and settings. We've reached out to schools via the SENCo networks and have mailed information to local organisations so they can pass on our offer of support and signposting. This funding is now concluding, and we are looking at ways of funding this activity to continue.

With you at every
step



The funding from East Cambridgeshire District Council enabled us to reach out to schools, family centres, community groups, food banks and doctors' surgeries. We made contact to tell them about Pinpoint and provided promotional materials for them to share with families.

PROJECT UPDATES

In 2022-23 we actively sought additional funding, which led to several new projects.



"As parents of Special Needs children, we have experience of what it feels like when you don't have the right guidance and knowledge of where to find help and support."

"Since we have started the Tii hub, we have had so many people comment on how much happier they are, knowing that we can guide them to get help from the Pinpoint website."

Location-based offer - Huntingdon

We have been running a location-based project in Huntingdon over the last two years, thanks to funding from Huntingdon Freeman. The project was to make a direct offer to schools to identify and train Pinpoint Champions who could support parent carers associated with each of the pilot schools. Initial offers to schools to do this were not widely taken up and so we advertised to our parent carers and developed our pool of Champions in that area. Some then started to work with their schools and the project started to gain momentum.

The next phase was to offer to work directly with schools to help them establish their own school-based Tii Hubs. The 'ask' was that schools provide a room and a member of staff, to which we would match our staff members and a Champion. We would run the session for a term or so and then the school would pick up this responsibility. Whilst we had schools in the pilot the reality is that the schools struggled with capacity and whilst some took this on and ran with it, others were simply unable to do so. We suspect school funding pressures and the challenges post covid have not been helpful.

We are evolving the offer to continue to support schools directly but are now looking for funding to offer the Tii Hubs off-site in a satellite model. This would still provide parental support but recognises schools' challenges to support directly. As with all of Pinpoint's projects, we are taking the learning from the project and constantly evolving the work to meet needs. We will also apply it to future projects in other locations.



**Huntingdon Freeman's
Trust**

OBSERVATIONS ON THE YEAR

Challenges

This is a challenging time for everyone with the cost of living crisis, but it is particularly challenging for families with children with additional needs. The Local Authority has experienced massive funding cuts over the last 10 years and has a large deficit in its Special Needs budget. Schools in Cambridgeshire are funded below the national average, and many have big problems with teacher recruitment and retention. Many teachers only had half a day of training on SEN in their initial teacher training, yet are expected to be able to meet the varied needs of the 10% or more of the children in their class with SEN. The level of in-service training that teachers get varies from setting to setting and depends on the priorities and options available. There is particular concern about the whole EHCP process from needs assessment, production of the plan, financing, delivery and annual reviews and the tribunal process. There is also concern about poor SEN support or inclusivity in some schools and the lack of accountability in these schools.

Pinpoint is not responsible for some of these challenges but does try to influence those who are. The main issues identified by staff and trustees in 2022 were:

- Problems within the wider SEND system and lack of early intervention and support for children and young people with additional needs.
- Lack of engagement by schools and educational settings, hampering awareness of Pinpoint amongst parent carers and staff.
- Providing equitable reach to all families that need Pinpoint, including those in digital poverty and those who are seldom heard (such as Travellers, migrant families, refugees and those without good English).
- Providing sustainable growth for Pinpoint, ensuring capacity and resources to match work demands and meet needs.
- Importance of up-skilling staff, especially with digital skills.
- Concerns that Pinpoint is perceived to lack independence from the council.
- The need to improve and evidence internal monitoring and evaluation of needs, emerging issues and impact.

Achievements over our 5-year strategic plan 2017-23

Over the last 5 years, Pinpoint has grown into a stronger, more stable and more effective organisation. It has continued to provide high-quality services to fulfil its contracts and grants, through information, involvement, support and training for parents and carers, parent groups, service providers and commissioners, providing strong parent carer voices and further embedding the co-production process across all services and support.

Achievements include:

- Wider reach through social media, newsletters, and website
- Regular workshops and webinars most weeks during term time with excellent feedback
- Identification, training and support of 30 parent champions
- Development of regular online 'coffee mornings' (Tii hubs) and champions providing peer-to-peer support
- Continue to run successful workshops, webinars, and training for parents of children with ADHD or Autism, whether diagnosed or undiagnosed.

With the Council and other partners co-producing the Cambridgeshire SEND strategy with the three Strategic SEND Priorities reflecting Pinpoint's:

1. SEND is everybody's business.
2. Identify and respond to needs early.
3. Deliver in the right place at the right time.

As the Parent Carer Forum for Cambridgeshire, Pinpoint participates in the National and Eastern Regional Networks of Parent Carer Forums. Pinpoint's CEO has just taken up the post as the vice chair of the ERPCF and represents the ERPCF at the NNPCF. Through these fora, we have influenced the SEND green paper and the new OFSTED Local Area Assessments as well as other local, regional and national issues.

Building on our successes and the challenges we face, we have developed ambitious developmental goals requiring innovative, affordable solutions from the trustees, staff and volunteers, while maintaining the ability to respond to new issues and challenges as they arise. Our new Strategic Plan 2023-2028 is on the website.

The vision, mission, values and goals are:

Vision

Our Vision is for all children and young people in Cambridgeshire to be valued and thrive whatever their needs.

Mission

Pinpoint works with parents and carers of children and young people with additional needs, Special Educational Needs and/or Disabilities, to celebrate their differences and empower their families.

We are committed to working alongside families and services to represent parent carers in co-producing service improvements so that children and young people have the support they need.

Values

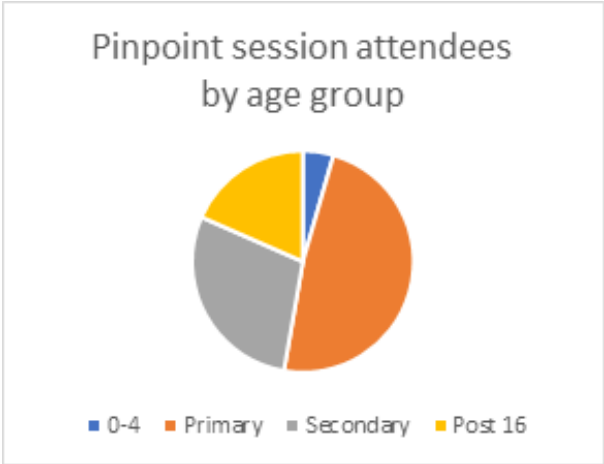
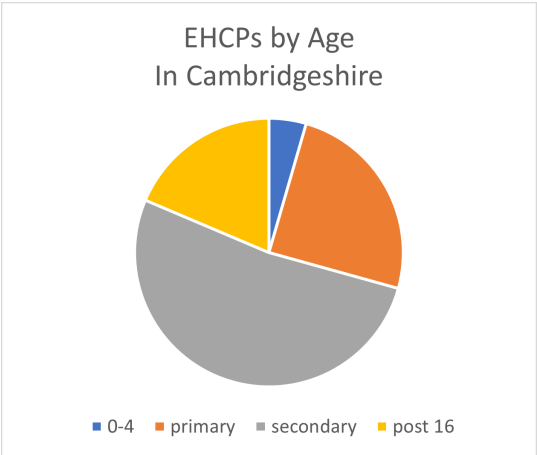
- Children, young people and families with additional needs are at the heart of what we do.
- We listen and value the experience of parents/carers, standing in their shoes.
- We expect high aspirations to be the norm for children and young people with additional needs.
- We take a positive, "can-do" approach to problems.
- We focus on people's abilities- what they can do, not just their disabilities and what they can't do.
- We treat everyone with respect, we value differences, and we are not judgmental.

Goals

- 1 Extending our reach, engagement and participation and empowering parents
- 2 Continue to Promote a Culture of Co-production
- 3 Influencing policy and practice within Cambridgeshire and beyond
- 4 Ensuring Pinpoint is fit for the future while remaining financially sustainable.

Our Aim: Extending our reach to help more parent carers

Empowering parent carers by reaching them early in their SEND journeys is key to the work we do. We hear more from parent carers of primary-age children (SEN Support) than the number who have Education Health and Care Plans in this age group. This meets our aim of empowering parent carers early in their journeys. We work with the Early Help teams (Social care, education) to promote the support we can offer families early in their journeys.



We collect a wide range of data from different sources - virtual sessions where people attend 'in person' and complete surveys and provide feedback for us, and then there is data we collect from our website and social media platforms, generated by the hosts' software. This can give us challenges in interpreting the information - for example the website can tell us gender (of who the account is registered to) but that doesn't necessarily mean that's who used the account. We do know that our website is a source of information for those starting their journeys, with around 70% of those accessing it year after year being new visitors.

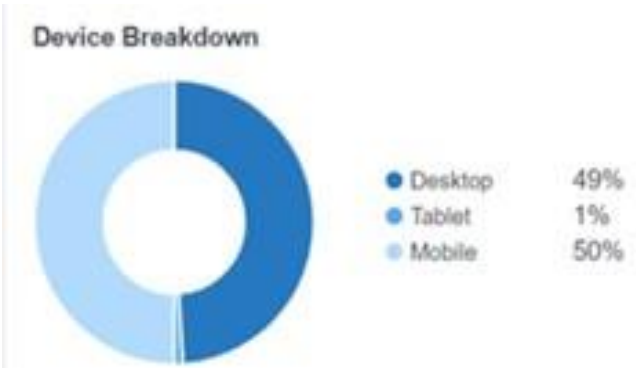
New vs. Returning Visitors



New v returning visitors to website 2022-2023

Empowering parent carers through high-quality information and resources via our website. We have refined and relaunched our website to be content-rich and organised to make navigation easier. It now meets Level One Accessibility. The redesign makes the website more accessible on mobile devices.

Devices used to
access website 2022-2023



WHAT PARENTS SAY ABOUT PINPOINT:

"Thank you for all you do."

"I love Pinpoint and all they do to help signpost families in need."

"Pinpoint has helped me through so much and continues to do so. I do not know where I would have been if I hadn't found Tii hubs."

"Pinpoint needs to expand and work closely with schools and provide more independent advice to families."

"The Pinpoint Team is clearly enthusiastic and does everything possible to spread high-quality information."

"Thank you for existing."

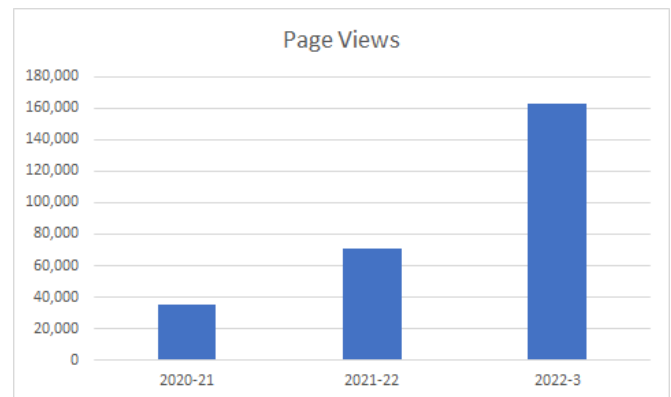
"Thanks for just understanding and getting it! Thanks for making everyone feel welcome and cared about."

"Enthusiastic knowledgeable team who want to make a difference."

"Providing great support on all things SEND."

"Listening, taking action."

The number of pages viewed has increased in the last 4 years by 394%. We know that we are reaching more new parent carers consistently year after year.



We recognise that how people reach our website varies but our data shows the importance of our social media channels as a means of directing people towards our information. Of our top ten arrival locations to our website, 62% of our website visitors arrive from Facebook, 34% arrive directly to the website and 4% arrive having accessed our newsletter.

Empowering parent carers by providing the right information through Pinpoint sessions. 10% of those who attend take the time to complete our feedback. 90% of those say they find the sessions very beneficial. 85% feel encouraged to take action as a result of attending our sessions.

Our sessions are commissioned based on the most common needs. Since Covid, Social and Emotional Mental Health has overtaken Autism and ADHD as the largest group of need that parents attending our sessions report. This may include children with or without a diagnosis. We know that more families are reporting children and young people's mental health has become a concern post pandemic - higher numbers are reporting anxiety and struggles with attending school are common concerns for parent carers. We also know that some children and young people communicate through their behaviour and families continue to report a high incidence of poor, challenging or concerning behaviour, which would also come under the Social and Emotional Mental Health (SEMH) category.

It should be noted that we are funded by the NHS (Cambridgeshire and Peterborough Integrated Care System) to provide monthly autism spectrum disorder (ASD) and Attention Deficit and Hyperactivity Disorder (ADHD) information sessions. These needs make up the biggest groups of need amongst those who respond to Annual Survey. Some of these children also have co-occurring conditions - for example, SEMH. This is why we usually enable parent carers to record multiple needs, in any combination, when they report.

PARENTS TELL US:

"Chatting with other parents is so helpful and reassuring, knowing you're not alone in this parenting journey."

"I got new ideas to help my daughter and I feel empowered."

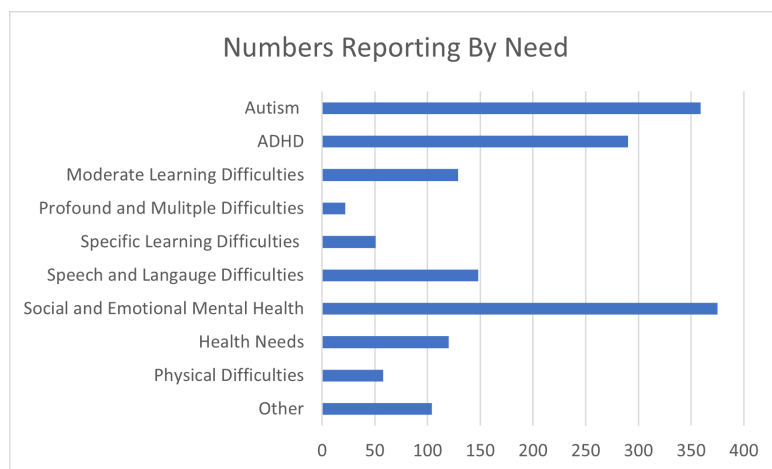
"Feeling like I'm not a failure as a parent, understanding my child."

"Having this knowledge will fill the gap I have been very reactive about."

"I have a meeting coming up later in the week and just feel boosted because I know I'm not alone in being in this situation! Thank you so much for running these sessions."

"it has meant that I will be better prepared for that transition (and the difficulties we might experience)."

"Some of this I knew intuitively, some of it was new strategies, some of it was just an overwhelming feeling of being connected and not being alone in my families struggles. Hope for the future. I can't thank you enough for laying this on. Lots to think about and implement."

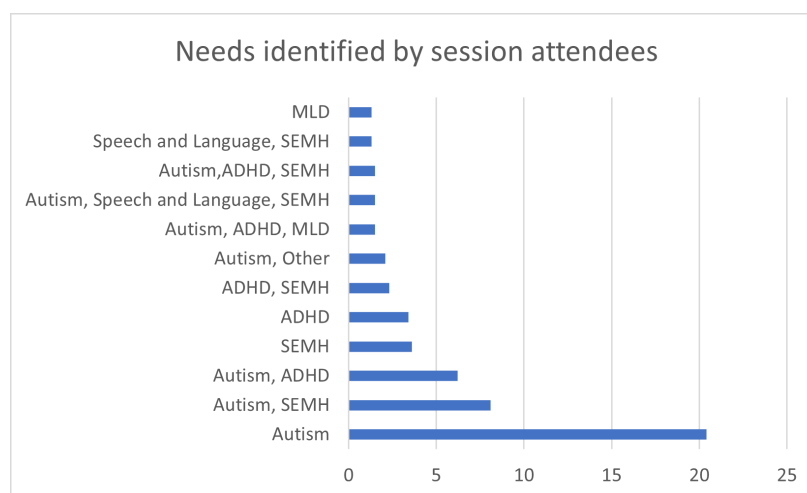


Taken from our those completing Our Annual Survey 2022-2023

We use Pinpoint resources to provide information sessions relating to SEMH and specifically to issues such as managing challenging behaviour, improving mental health, supporting children and young people who experience anxiety and how families can help improve sleep patterns. We often provide sessions that cover multiple needs, responding to the likelihood of co-occurring needs.

We have provided 2497 opportunities for parent carers to gain information and support in the last 12 months – averaging 3 Pinpoint information sessions a month and a weekly Tii Hub (peer support session) each week in term time.

We regularly update our website information and resources in response to parent carer identified needs and signpost via our social media channels. We work with the Local Authority, Health and SENDIASS to ensure they understand changing patterns of demand and proactively seek additional support to match emerging patterns of need.



Percentage of needs identified by the 10% parent carers who complete our feedback surveys at the end of our sessions.

Reaching out to help hear everyone's voice: a strategy to reach out to those we hear from less often and who are often under-represented.

Empowering our parent carers to navigate the system and feel confident to make progress on their own 77% have the information they need to take the next step (Pinpoint Session Feedback). The quotes in this report highlight this.

Empowering our parent carers by building their confidence 76% say that they appreciate not feeling they are the only ones in their situation (Pinpoint Session Feedback)

Reaching those in "our audience" is a real challenge as not all will know about Pinpoint. We ensure that we do all we can to reach out across the school system, making sure that at least once a term we are included in the Director of Schools email out to all schools and settings – we include text which can be lifted and put straight into communications schools and settings share with parents.

Our parent carers predominantly access information through social media – we reach 4712 who follow us this way. We are prominent on other organisations' social media as a way of raising our profile and reaching more families who might not know about us or look for us.

We reach out across schools, settings, children's centres, food banks, places of worship, and GP surgeries. We ask our partner organisations to use their networks and we pop up at events. Our Champions work to reach people in their own communities too.

Tii HUB ATTENDEES SAY:

"I am a new Parent to Pinpoint and I was wholly welcomed from the beginning, I felt so comfortable and all my questions were answered."

"Lovely to see some men on board. Love also how honest people are able to be with how they are feeling."

TRUSTEES SAY:

"Pinpoint works relentlessly on ensuring that all children regardless of their needs and abilities can thrive and become their best self as they grow up. This is important to me as I witness daily in my work how important diversity and inclusion are for the success of organisations and society as a whole."

"Pinpoint is a parent-carer's best chance of navigating the vast but often byzantine array of available SEN offerings. As the parent of a SEN child, I became a trustee to help Pinpoint further this mission."



Our newsletter:
www.pinpoint-cambs.org.uk/news/



Facebook:
www.facebook.com/pinpointcambs

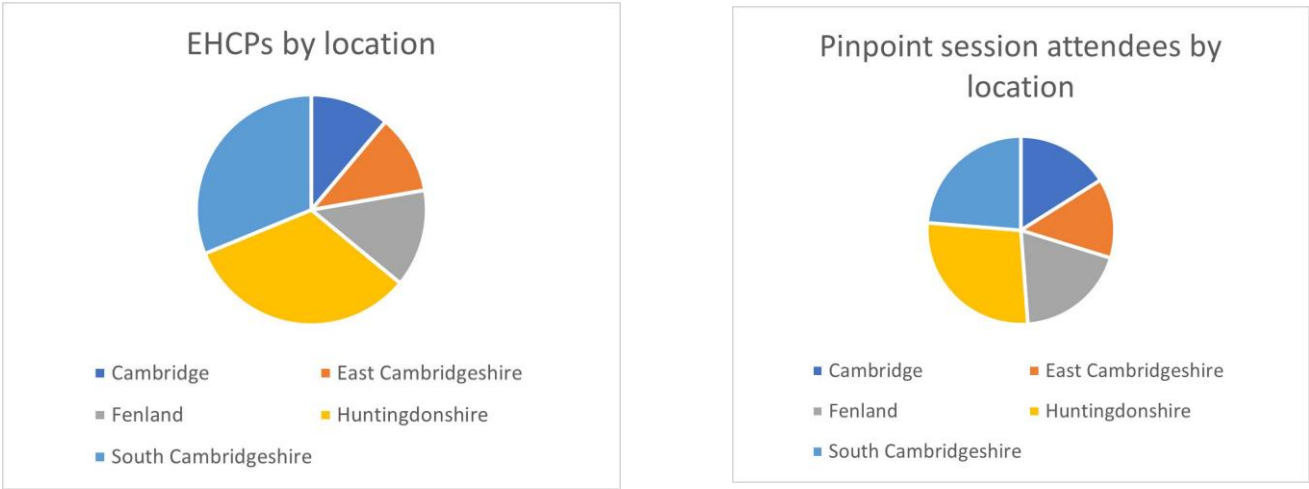


Twitter <https://twitter.com/pinpointcambs>

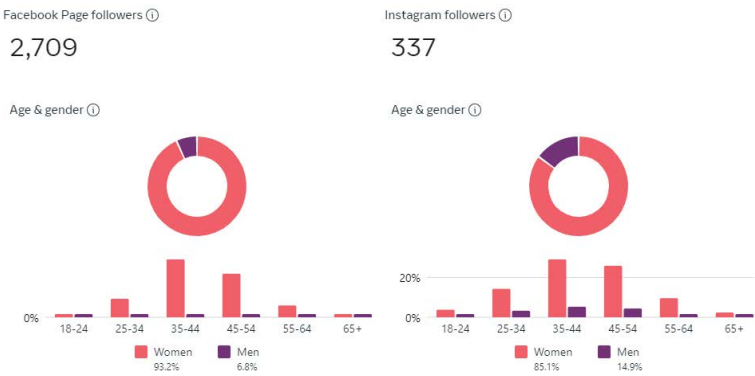
Ethnicity

The families we are reaching match the ethnicity profile that Cambridgeshire has for those with EHCPs. Although the populations are small, we do see families from most ethnic groups living in Cambridgeshire. We work with the Local Authority's Early Help Teams and those who work with Traveller's communities to promote Pinpoint.

Geography The impact of geography is comparable between the percentage from each location known to have EHCPs and the reach we are achieving from our sessions, where known.



Age and Gender As already set out in the limitations of the data paragraph, our website records the age of those registered with Internet providers but it is possible for others to be accessing our website through someone else's account. Based on the hosts' data, the age profile of our audience is predominantly 35 - 54 in age but this varies in how they access Pinpoint.



Our social media audience by age and gender.

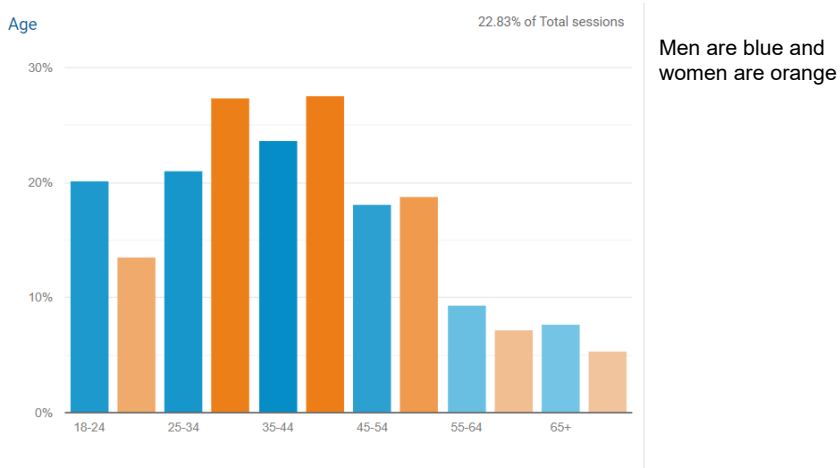
Social media users tend to be in the 35 - 54 age group. Website users tend to be younger (or our website is accessed through accounts registered to those younger age groups). This shows why having a multi-media approach to how we share information and engage with our audience matters. We reach different cohorts through our different media channels and extend our reach by using both our website and social media platforms.

We try to offer sessions throughout the day and have experimented with a SENDads twilight session when funding allowed. We do get dads joining us in the day, but it is still predominantly mums we see. The data that we can gain from our social media and website analytics gives us insight into who accesses through which media channel. Instagram seems to be proportionately more popular amongst the men.

We want to reach more dads to increase our impact. This shows why having a multi-media approach to how we share information and engage with our audience matters.



Percentage Gender profile for website



Workshop attendees say:

"Today's session has been great and reinforced what I knew, making me not feel alone but how to deal with things is a different matter especially when it comes to schooling."

"I loved the webinar today. For the first time, I feel I have met people who have been or are going through what I am with my child. It was a relief to know we are not alone. Help is so hard to find and I feel so lucky to have stumbled across this service. Please keep it going! Thank you!"

"Empowered! Very empowered that I can champion my child even when the educational system and processes are not clear enough for parents."

"The session itself provided a LOT of really useful information on the ADHD brain and explained behaviours in a really easy to understand way."

"I feel more optimistic that the professionals are listening (and hearing) what we have been saying."

Our Aim: Creating opportunities to promote co-production and participation

Co-production provides a process for sharing decision-making power. In collaboration, the principal decision-maker invites others to join them in the process. Collaboration, like consultation, seeks to surface the best ideas through dialogue, exploratory questions, and identifying best practices. In co-production, however, it is the collective participants who determine the best way forward and make the decision together.

Co-production is the way we work with the Local Authority and Health staff. We promote co-production at every opportunity – it's where we all work together as equals with professionals and services, all listening to each other, valuing each other's viewpoints, and doing the best for the child or young person. Good co-production also means working together when implementation takes place, and this is happening in Cambridgeshire through formal structures (boards and working groups) and by working with officers.



Co-production is embedded in the Cambridgeshire and Peterborough SEND Strategy

Cambridgeshire and Peterborough's SEND Strategy and Pledge restates the commitment to co-production and uses the co-production info graphic to illustrate this.

The Local Authority has reaffirmed that the contribution from Pinpoint in developing the Local Authority's SEND policies, strategies and commissioned services is highly valued and respected by the Local Authority, with open, honest, and constructive exchanges being a feature of its work as the Parent Carer Forum.



In addition to Pinpoint being an independent Parent Carer Forum, it is also funded by the Local Authority to provide additional capacity for co-production. Parent carers use their lived experience to design, improve and enhance services. Pinpoint assists in the collation of parent carer views on relevant focused areas of activity in order to co-produce improved policies and services. It also provides feedback to enable service commissioners to evaluate the services they commission and to consider how well services meet the needs and aspirations of the children, young people, and families they provide for.

Participation

We work to ensure parent carers are heard by those who commission (buy) services for Cambridgeshire children and young people – we do this through our Participation Toolkit (see below). We are proactive in seeking out participation opportunities and creating them where possible, but we also facilitate the work of others to get their voices heard by sharing their ways to take part. We work to create opportunities for parent carers to bring us their issues and concerns so that we can ensure they are taken back to those who making decisions about services. As we are committed to hearing all our parent carer voices, we also have a more detailed Seldom Heard Strategy to ensure that we take every opportunity to engage with all our parent carers.

Tools we use for participation:

[Pinpoint's website](#)

[Social Media: Facebook, Twitter, and Instagram](#)

[Pinpoint Reference Forum](#)

[Pinpoint Partners in Commissioning](#)

[Working Groups](#)

[Pinpoint Focus Groups](#)

[Meet the AD Network Sessions](#)

[Network Meetings](#)

[Pinpoint Surveys including the Annual Survey](#)

[Tii Hubs](#)

[The Pinpoint Champions Network](#)

[Workshops](#)

[Commissioning specific tasks and finish groups at](#)

[Pinpoint's Annual Conference](#)

[Pinpoint's monthly newsletters](#)

[New Forum Participation Group](#)



Feedback from workshops and the conference:

"I feel that the information was clear and it was nice to feel that people understand. As stated by someone in the session it can be very lonely."

"By being validated. By understanding how PDA affects sleep."

"Added to my knowledge and understanding. Linda is so passionate, genuine and invested in the topic! It was excellent."

"Pinpoint always offers a wonderfully supportive and kind hub to be able to express exactly what is going on in your life and this session helped me to understand what is available for my child and others with SEND after school."

"This is the first time I have reached out for support as a parent, and I am very glad I did. Thank you. Looking forward to the next online event."

Improving school attendance post-covid. The Director of Schools and his teams that support attendance and address exclusions joined parent carers to explore the issues and find a way of supporting children and families better. The meeting came about as a direct response to parent carer concerns and the teams have been working with schools to look at improving support for children and young people with SEND who are struggling to attend.

Improving Education Health Care Plans through co-production. We continue to work with the LA to ensure that EHCPs reflect the needs of parent carers and provide sufficient specificity to be upheld, should it be required. Getting all services to routinely contribute to the Plans continues to be a challenge, often due to lack of service capacity.

The timeliness of Statutory processes remains a practical issue for families and the Statutory Assessment Team. We continue to facilitate parent carers in making their voices heard and to work in co-production with LA colleagues to look at how and when they provide supporting information.

Compliance and expectations are the cornerstone of the Local Authorities SEND Strategy priorities as parents told us it is an ongoing issue and a key priority to be resolved. As a result of us continuing to raise parents' voices, it remains a priority going forward. The LA continue to grapple with the challenges of achieving this in a system devolved to schools, where the LA's powers are limited.

Co-production to make SEN Support work better. Parent carers have been involved in the development of the Ordinarily Available Provision toolkit and the development of earlier funding to support children without an Education Health and Care Plan. There is enhanced support for schools to enable earlier identification, assessment and intervention for children and young people.

Co-producing a new All-Age Autism Strategy. The co-produced Strategy has now been finalised. We have worked with those who provide support and assessments to look at ways to support families whilst they are on waiting lists for services, which we have raised as a concern at the highest levels. As a result, there is an ongoing pilot to identify autism in schools, a plan to develop an autism pathway in Cambridgeshire and a new 'Supporting Your Neurodiverse Child' booklet for parent carers is in the editorial stage.

A new Downs Support Pathway has been co-produced to support children and families. It came about directly from Pinpoint listening to parent carer wishes and enabling a discussion with professionals from the Educational Psychology team.

Families whose children and young people self-harm now have a new service to support parents. We are delighted to see this come on stream after raising parent carers concerns with health professionals.

Co-producing the new SEND Information Hub (the name for the re-branded Local Offer website). After 4 years of work, we are in the last weeks before the new micro-site is launched. Parent carers have been involved in its co-production to date and will continue to be as it evolves once it goes live.

Co-production focus groups have supported commissioning and services, including: Foundations for the Future, IT Changes, Adults Respite Carer Service, Adults Community Support offer, Meeting nutritional needs, Castle School consultation, Learning Difficulties and Autism study, Supporting Living, supporting families whose children have complex health needs, Ordinarily Available Provision, Preparing for Adulthood offer, SENDIASS, funding bands and more.

Participation as part of the Preparing for Adulthood (PfA) Local Authority work.

Having asked the LA to prioritise the cliff edges parent carers and the young people face, we were pleased to assist in recruiting a lead role to take this work forward, to enable co-production around the offer and to support the LA in offering its first-ever PfA conference for parent carers.

Pinpoint's Annual Conference. This year we repeated our success of delivering the two-day conference online. We had 205 people attending. We were pleased so many parent carers, and professionals joined us. 90% of those providing feedback reported they had benefited from the sessions, with 86% saying they felt encouraged to do what they needed for their children, and 95% saying they now had the information they needed to move forward.

Participation in Children's Mental Health and Well-Being Services. Parent carers and professionals co-produced the new Strategy which reflected the feedback Pinpoint facilitated. This has resulted in new services coming on stream.

Participation in the new Integrated Care System through the Children and Maternity Collaborative and The Care Professional and Clinical Leadership Group through the Hunts Forum. We have a seat on each of these and have used this to feedback not only parent carer voices but also to escalate concerns about keeping children out of crisis whilst waiting for services. This has resulted in an enhanced offer for families, children and young people.

Participation in the National Health Service Key Worker Programme. We continue to work alongside this activity which is intended to keep children and young people from entering mental health inpatient care if it can be avoided through better support at home.

Participation in the development of the new combined SENDIASS service. We have a seat on the new Board to help the service meet the needs and aspirations of families who need independent advice and support in Cambridgeshire.

CHAMPIONS SAY:

"I'm a pinpoint champion because I want to help and support a very much-needed charity. So many parents and carers would be lost without Pinpoint myself included."

"I love being a champion because I like to help others and give something back to let people know that they're not alone!"

"I would do anything I can to support the charity & the people that help me when I'm lost & need advice for my children. Pinpoint has been the silver lining in the storm cloud of my children's difficulties & I could not be more grateful to you all."

"Pinpoint staff and other parents were a lifeline, and gave us so much invaluable information. I therefore want to continue to pay-it-forward and hopefully help other parents in the same way. I have made some wonderful friends through Pinpoint, which is the cherry on the cake."

Why Participation matters to parent carers:

"It was helpful to be able to contribute to the conversation around the gaps in the mental health services, which are letting our children down currently. I felt that Amy and Nicola listened, and will take away our feedback as they develop the mental health provision in Cambridgeshire."

"just great to be listened to and have professionals who really care."

"I felt able to have a voice. I felt listened to."

"It was incredibly helpful to be able to speak to decision-makers from SEND and transport regarding improvements, and what bits of the pathways currently aren't working well."

"Really helpful to feedback to someone in LA that can help make things easier for sen families. Thank you! "

"Good to hear from other parents and to have a forum to voice my ideas and difficulties."

"Feel its very important that parents are involved and given a voice."

"This was a useful session to feedback on our experiences. I hope the feedback from parents will be taken on board."

Some of the opportunities facilitated this year:

Integrated Care System Maternity and Health Collaborative	SEND Comms Group	Mental Health Collaborative
NHS Cambridgeshire and Peterborough Key Worker Programme	Local Offer Commissioning Group	
CCC Quality Assurance Framework Review Group	SEN Support Focus Groups	East of England Regional SEND Group
Ordinarily Available Focus Group	Cambridgehsire and Peterborough SEND Executive Board	
Carers Programme Board	Local Offer Focus Group	Mental Health Strategy Groups
National Network of Parent Carer Forums	Learning Disability Partnership Board	Eastern Region Autism Collaborative
Cambridgeshire and Peterborough All-Age Autism Board	Connect 2 Work	East of England Regional NHS Co-production Group
CANEF	Children and Young People's Palliative Care Board	SEND Personal Budgets Group
	East of England Learning Disabilities and Autism Board	East of England Regional PfA Group
Cambridgeshire SEND Partnership Board	PfA Steering Group	Hunts Voluntary Sector Forum
Carers Partnership Board	Children and Young People's Mental Health and Well-Being Board	Partners In Commissioning
POET Working Group	Covid Safeguarding Group	Eastern Region Parent Carer Group
	Eastern Region Neurodiversity Forum	Mental Health Collaborative

Our Aim: Influencing policy and practice in Cambridgeshire and beyond

Cambridgeshire

Influencing policy and making sure that it reflects parent carer's, and their children's, needs and aspirations is crucial in making the biggest difference for Cambridgeshire families: if the policy is right then the practice that comes from it should be right too. This is only possible where policymakers are committed to co-production and where there are robust professional relationships underpinned by trust: some of the conversations we have are difficult and sensitive but they are also fiercely open and honest. Without this, we would not be able to affect change on behalf of our parent carers. We celebrate the positives, look for the 'better if's and are clear about the gaps, and what simply doesn't work.

We do this by having a seat on each of the strategic policy boards, presenting updates and raising issues, and contributing to every discussion on emerging work in social care, education and health. The expectation is that the information we provide is considered in the round and, wherever possible, is acted up - to change policy, to influence further investigation or even to disagree with so we can co-produce alternative options.

We work hard to ensure that as many individual parent carers as possible have the opportunity to work directly with policymakers through the participation work we do: hearing directly for those whom the policy impacts upon is incredibly powerful and policymakers regularly refer to the conversations we've facilitated.

Across the region

We are active members of the Eastern Region Parent Carer Forum, using this to raise voices across East Anglia. We routinely participate in the Regional SEND Network meetings, the Preparing for Adulthood Network, the Autism Network, the Neuro-Developmental Disorder Network and the Palliative Care Network. We speak up and aim to not only shape policy but ensure that our parent carers benefit from any new and emerging work to benefit Cambridgeshire families and children.

National

Parent carer voices must be heard at the highest levels of decision making and we take every opportunity to make those views heard nationally. We have taken part in discussions around the emerging new Participation Tool that will be used to benchmark local areas in terms of how they engage, co-produce and can show that they listen to parent carers and young people. We take every opportunity to feedback through the National Network of Parent Carer Forums, as well as using our contacts in the Department for Education. We have spoken up over concerns regarding SEND resources and parental concerns that a lack of money and competition for resources could disadvantage their children. We provided feedback on the SEND Green paper and were vocal participants at the NNPCF National Conference. We have raised concerns about the challenges of supporting young people post-18 who may have the capacity but lack the understanding to make good choices: this is a real worry for many families.

Our Aim: Securing our financial future so we are here for you

We have worked hard to build a secure financial position to enable us to have confidence that we can weather the challenges that all charities face in terms of the vagaries of public sector income streams. We have appropriate levels of reserves and sufficient funding to enable us to deliver our core business.

Pinpoint has improved the financial monitoring processes to enable the Trustees Board to have a clear view of the finances and regularly monitor income and expenditure for existing contracts, grants and other funds. Additional funds have been raised successfully for discrete projects such as developing parent champions.

We were in year three of a three-year grant from the Local Authority to continue to deliver parent participation and engagement services. The Local Authority have confirmed their ongoing commitment with the offer of forward funding until 31 March 2025. We continue to have a contract with Cambridgeshire Clinical Commissioning Group (more recently re-branded as the Integrated Care System) for the ASD/ADHD workshops, which are a lifeline to so many parent carers and expect this to continue.

We are incredibly grateful for the donations and grants we received from our other funders. St Ives Town Council continue to support us with our office accommodation. This year we have also had a grant from Huntingdon Freeman's. Waitrose, Jack's and Coop have helped us this year too. Supporters have donated through charitable shopping, made online donations and even held bake sales for us.

Thank you.



Huntingdon Freeman's
Trust

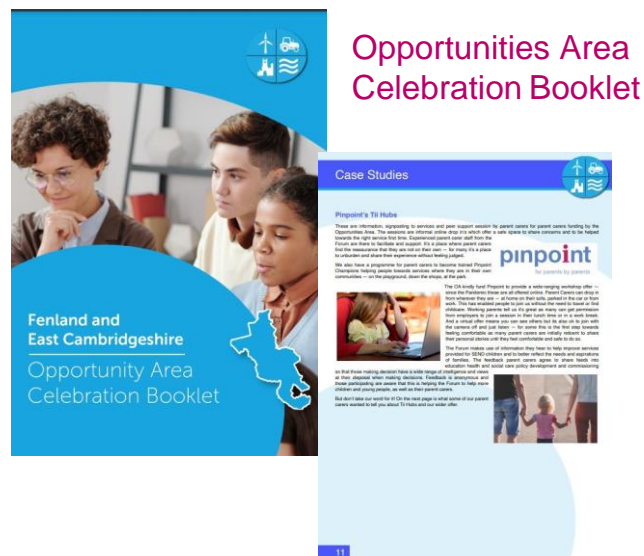


Planning ahead, we need to raise our own funds from other sources or receive additional funding to carry out specific work such as running face-to-face parent support groups or developing webinars or training packages. To do this we will:

- Identify and secure fundraising opportunities to sustain existing activities, achieve developmental goals, and diversify sources of income.
- Ensure that Pinpoint has the capacity and can act swiftly to harness funding opportunities as they present themselves.
- Develop the Board to support the growth of Pinpoint.



Pinpoint at the Preparing for Adulthood Conference March '23



‘Today’s session has been great and reinforced what I knew, making me not feel alone but how to deal with things is a different matter especially when it comes to schooling. I feel like I need to be kinder to myself and proud that we are doing many things right for my daughter at home, but I now have the awareness that there are some things we may have overlooked and could improve on, especially in terms of school. I feel empowered to keep going and try the new sleep strategies I’ve learnt today. I’m so grateful it was my day off and I could attend. Looking forward to the next course and learning more, well done to the lovely trainers. PS I unexpectedly got a tear in my eye, hearing you say we are good parents attending today. It’s not easy caring for and loving a child with SEND needs, it was just what I needed to hear today. Thanks so much again.’

"I've appreciated the friendship and fellowship with others who get where SEND parents are coming from."

"Nice to feel less alone and be able to offload to people who understand".

OUR FIGURES

INCOME

Donations and Legacies

Government Grant Income

Department for Education Grant	£17,499
Cambridgeshire County Council	£78,000

<u>General Donations</u>	£3,218
--------------------------	--------

<u>Other Grants</u>	£500
---------------------	------

£99,217Charitable activities

Cambridgeshire Clinical Commissioning Group/Integrated Care ICS	£20,000
---	---------

Fenland East Cambridgeshire Opportunities Area	£14,091
--	---------

Integrated Care ICS	£26,500
---------------------	---------

£60,591

TOTAL MONEY IN:	£159,808
------------------------	-----------------

EXPENDITURE

Activity Costs	£11,395
Staff and associated costs	£106,953
IT and Communications	£6,498
Property and office costs	£10,526
Governance	£7,422
TOTAL MONEY OUT:	<u>£142,794</u>



In 2022 - 2023 You said...we did

We reported regularly at the Local Authority and Health's strategic meetings to ensure that senior officers were aware of your concerns and able to consider opportunities to address them.

You said...the process of getting your children's needs assessed and met remains difficult / very difficult. We...

- reported the issues you raised with the Statutory Assessment Team, as well as a meeting with the Director of Children's Services for parent carers who are experiencing issues with admissions and attendance for their children.
- enabled co-production of what we should expect to be 'ordinarily available' in school, including access to assessments without the need for formal requests. We have also challenged emerging issues raised by parent carers to ensure these are understood and addressed where possible.
- assisted in redrafting the new Local Authority (LA) parent carer leaflets for Education Health Care Assessments – the role of the Educational Psychologists.
- asked the LA and Health to address appointment waiting lists and provide interim help for those in crisis. There is work now taking place to reduce waiting times for those seeking assessments. We reviewed and commented on the letter about how to find mental health support whilst on waiting lists for mental health services to produce more parent carer-friendly wording. We also supported health to write a parent carer-friendly document about their position on sensory processing.
- worked with health to provide support to parent carers whose children self-harm. The new "NESSie" offer is now available and we are hosting sessions.
- offered regular network participation sessions with a range of education, health, and social care staff, as well as third-sector organisations, to ensure that your voices are heard. We have tailored some of these to match the issues parent carers have raised. You can find reports from the sessions on our website under Network Meetings.
- asked that training be provided to all schools to extend the early identification of autism in primary-age girls pilot work taking place in East Cambridgeshire and Fenland . This will now roll out wider in time.
- told health you feel the identification for neurodevelopmental differences takes too long, and once you have a diagnosis there is no follow-up. There is work ongoing behind the scenes to recommission services and to develop a pathway for Cambridgeshire.

- encouraged health and the LA to address the issue that children who may have Foetal Alcohol Syndrome Disorder are not readily offered a diagnosis at present in Cambridgeshire.
- supported the LA with its SEND Transformation conference which updated parents on the LA's progress and sought feedback to enable future co-production of services and the SEND offer in Cambridgeshire.
- supported the LA in holding its first Preparing for Adulthood event where parent carers could readily access professionals from a wide range of services and providers who can support children as they move into adulthood. There were also opportunities to participate.

You said... you felt the only way to get help and support for your child was to take legal action. We...

- asked the Local Authority to review all the disputes it deals with to identify issues about which it might be able to act, where processes have not worked as they should. They have done this and are using this to drive improvements.
- expressed parent carer concerns about the limiting of resources for their children and the perceived threat of removing resources from their children. We have been explicit about concerns regarding Ordinarily Available Provision, the SEND Transformation project and the Safety Valve funding in Cambridgeshire. We provided FAQs for the LA to answer and then asked the LA to publish these for parent carers to see. We have raised this with the Director of Schools. He has been listening to parent carer concerns and has committed to improved communication, participation, co-production, and consultation.
- enabled families to meet with senior LA staff to personally voice their concerns through the Meet the AD sessions.

You said...the legal requirements are either poorly understood or not routinely applied in terms of SEND legislation. We...

- ensured that the Local Authority understands the importance of ensuring the system does what it is supposed to do (compliance). The Local Authority is investing in making SEN Support more effective, providing more support for schools so that they are better able to meet children's needs early and effectively.
- have raised these issues again and asked the LA to look at whether there is more training and support it can offer schools. The LA have restated that they will challenge schools where they are aware there may be issues.

You said...

some services (education, health, and social care) work well together but that often they don't work as well together as they could. We...

- continued to work on cross-sector (health, education, social care) raising parent carer voices and encouraging the system to be as joined up as possible from a user perspective.

You said...

that the process of getting Education Health and Care Plans updated and back in good time was a problem. We...

- have asked for updates from the LA as they address the backlog and new surge in demand. Figures are showing an improvement and the LA appear to be doing all they can to address the issues.

You said...you were not happy about how your children's needs are being identified, monitored, and supported. We...

- continued to work with Local Authority health, social care, and education colleagues to improve pathways for children with ADHD, and or Autism. We are pleased there is progress behind the scenes to develop new neuro-developmental pathways in Cambridgeshire.
- have worked with health colleagues to ensure services are understood and that there is early access, including occupational health, speech and language therapy. We have provided links to these on our website.
- continue to urge the LA to make a wider behaviour support offer to families, as we know families struggle to support children with behaviour needs.
- asked that professionals take heed when parents report concerns about behaviour that schools do not see and accept parent reporting as evidence of need when being asked to make referrals or requests for help. We have a commitment from the Director of Schools to take this message back to schools again.
- raised your concerns, together with SENDIASS, directly to the Statutory Assessment Team, and senior LA managers, so that they can consider service improvements and system improvements. The LA are purchasing a new records management system that will enable parent carers to track progress – they have been listening and this new facility will be most welcome.

You said...that the Local Offer was not widely known and that you did not have the information you needed. We...

- continue to offer ongoing parent carer input in co-producing the new Local Offer website (which will be known as the SEND Hub).
- regularly add content to Pinpoint's website in response to questions from parent carers

You said... the wait to access ASD/ADHD assessments and mental health support for your child was taking too long. We...

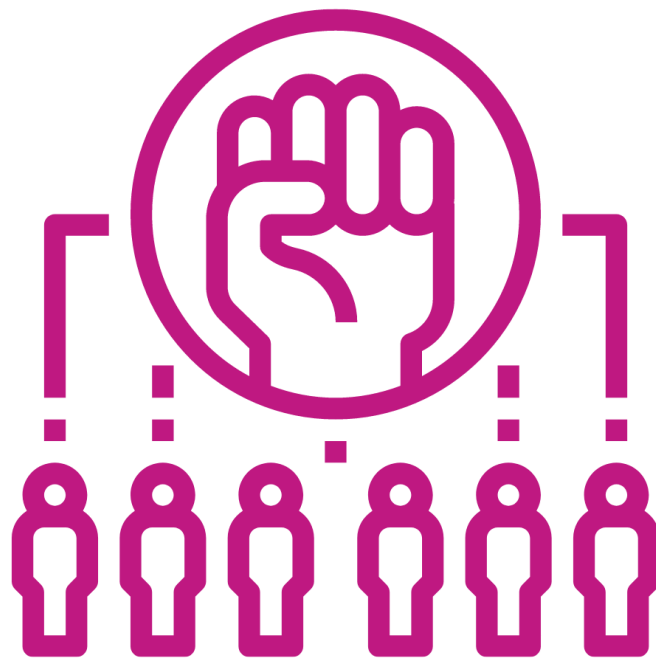
- asked the LA to ensure SENCos understand they can ask for dual ASD/ADHD assessments or single assessments – each has different NICE guidelines (ADHD requires an evidence based approach and a parenting course whilst ASD single assessments do not). We asked that they help parent carers understand this distinction when asking for assessments.
- commissioned our own sessions (from other funding sources) for parent carers covering topics such as anxiety, OCD, behaviour and eating issues and provided the opportunity for peer support through our Tii Hubs. We have offered more sessions to support families whilst they wait.
- asked the LA to look for a crisis support offer for families waiting for services. We have met with paediatricians and senior leaders from the LA and Health to raise this issue and encourage them to identify possible solutions.
- are pleased to see new offers for mental health (quicker YoUnited appointments, what to do whilst you are waiting support, a new Self-Harm support service for parent carers and new alternative ASD diagnosis options being piloted).
- are looking to bring a new guide for parent carers to families, based on a successful booklet co-produced by another Forum.

You said... being a parent carer felt lonely and you wanted support. We...

- continued to offer virtual sessions for information, signposting and support and have continued to see an increase in the numbers of parent carers able to join in. We are finding our sessions are being rated highly against the question of whether parent carers feel supported.
- promoted our Tii Hubs more regularly to help you find a safe space to share and find the help you need and increased the number of new parent carers attending
- trained yet more new Champions
- worked with Caring Together and the LA Commissioning teams to bring forward carers' assessments.



PINPOINT'S
2023
CONFERENCE
3rd October



**Empowering
Parent carers**