

## Anti-child Poverty Action Plan Progress Update 2012

This table summaries a range of work that is underway against each of the targets. It does not report on specific outcomes as these would need to be collated from a further range of sources.

### Note:

The statutory requirement to have a CYP Plan was removed by the current Government. Locally the CYP Trust has become the CYP Partnership. The decision was made to determine a set of core strategic priorities for children's outcomes – tackling and reducing child poverty and early identification and intervention have been agreed as core cross-cutting themes across all priorities. A priorities statement will be ratified at the first meeting of the new Partnership on June 20<sup>th</sup> 2012.

Target	Update
<b>Increase the take up and impact of schemes that support income-deprived young people and parents to find and hold on to jobs that reduce benefits dependency.</b>	
<p>For schools and related educational services to implement strategies to eradicate attainments gaps. Service Plan and targets in LSCB Business Plan under the shared CYPP and LSCB theme of maximising individual potential</p>	<p>This remains a high priority within the Education Business Plan. A Free School Meals Action Research Project is being implemented in 2012-13 to quicken the progress towards reducing the attainment gap, which can impact on employment opportunities and choices post school.</p> <p>A boost to this area of work is the local implementation of the government's Troubled Families Programme. This will focus on families who have a history of worklessness and are struggling to engage in EET. It is likely many of these will be income-deprived and we will understand this better when we have completed the data collation exercise required by Department for Communities and Local Government.</p>
<p>For all children to be ready to learn in school Target for early WBC CYP Early Help strategy currently in draft status and linked to Munro Board group</p>	<p>This continues to be a core purpose of Children's Centres and early years providers and further work is being undertaken at national level on the Early Years Foundation Stage to more clearly direct local work. Further prioritisation of targeted work will better ensure that <i>all</i> children access early years provision.</p> <p>Extension of the 2-year old child care subsidy funded by Department of Education and being managed by Education Services contributes to this. Take up is being monitored and contributes to the cohort tracking target (see later in this document).</p>
<p>West Berkshire Partnership members to commit as employers to eradicating in-work poverty of their</p>	<p>The West Berkshire Partnership (WBP) has been working to address anti-poverty issues through a variety of measures, the most notable being the Greater Greenham Project which was set up in October 2009 to focus multi-agency working and resources in the most deprived ward within West</p>

Target	Update
<p>employees and to extend employment opportunities for vulnerable and workless young people and adults</p> <p>WB Partnership's Sustainable Communities Strategy</p>	<p>Berkshire. A range of measures were introduced including working with JobCentre Plus to improve residents employment prospects, establishing regular work clubs, providing debt counselling advice, supplying community based training and improving activities for young people in this area. Many of these activities have given opportunities for residents to volunteer which have given them the confidence to move to paid work. The Berkshire Community Savings and Loans service has also been set up in West Berkshire to support those who need to borrow money and allow them to do so in a safe way.</p> <p>Although in its infancy it's hoped to replicate a similar project in the Calcot ward with a particular focus on young people Not in Employment, Education or Training (NEETS). The demand for work clubs is currently being explored and a Jobs Fair is being run on 26th June 2012. Advice and guidance on local apprenticeship schemes will also be provided for those who attend the work information sessions. Equally, as part of awarding planning permission for the IKEA development in Calcot, West Berkshire Councillors ensured that jobs would be created for local people in both the building of the new store and when it opens.</p> <p>Initial survey work conducted by Sovereign Housing Association within Calcot shows a need for greater community involvement of young mothers living on local estates, along with better access to community facilities and health services. All the relevant agencies are co-operating to explore solutions to these immediate problems.</p> <p>In addition, the Skills and Enterprise Partnership is a Sub-Partnership of the WBP that is responsible achieving the "Prosperous West Berkshire" theme as described within the Sustainable Community Strategy. The following objectives, which equally align to anti-poverty objectives, are at the core of this:</p> <ul style="list-style-type: none"> <li>• Increasing knowledge and skills in local businesses (through training and support)</li> <li>• Increasing the number of residents employed locally</li> <li>• Increasing the skills of local people</li> <li>• Ensuring children and young people can maximise their individual potential</li> <li>• Increasing the economic prosperity of our Market Towns</li> <li>• Supporting and encouraging the provision of appropriate, decent and sufficient housing.</li> </ul> <p>The current progress towards achieving these targets will be reported to the WBP Management Board on 21<sup>st</sup> June. After this meeting the Principal Policy Officer (Communities and Partnerships) will be able to share the most up to date progress with Members of the Health Scrutiny Panel.</p>

Target	Update
	WBC has implemented an Apprenticeship scheme to provide employment and skills opportunities for local young people.
<b>Ensure all families at risk of or living in poverty can access information and advice at the times and in ways that they need it most.</b>	
<p>Extend partnership and outreach work between key providers in all sectors to target and ensure information and advice reaches those parents and young people who may have difficulties in accessing information, for example due to rural isolation, digital exclusion, literacy or communication issues.</p> <p>JobCentre Plus</p>	<p>Jobcentre Plus communicates with the Children’s Centres and other organisations to advise them of latest vacancies in the form of a weekly list of vacancies for display; we also advise of “hot vacancies” or vacancies where an employer is struggling to fill. Advice is disseminated on national campaigns especially around apprenticeships. We also produce a monthly labour market newsletter which advises of the register sizes and which are the most sought after vacancies compared to vacancies notified so partners can advise where the gaps are for residents.</p> <p>The children centres are kept stocked with the most up to date leaflets on the different benefits by JCP.</p> <p>JCP also advises these organisations of all the benefit reform changes which will affect their residents by sending out our newsletters.</p> <p>JCP is currently working with partners on a locality campaign in Calcot where it is looking to join up organisations to host a jobs fair in June, and is also looking into the feasibility of holding some group sessions for 18-24 year olds in the area.</p> <p>JCP has also liaised in Lambourn with the racing welfare and in particular helped out a customers benefit claim as well as all the labour market information above. Regular outreach is not undertaken in any location, due to low turn out, but ad hoc sessions are provided on request.</p> <p>The current Connexions contract ends in August 2012. It has been re-tendered and the new supplier will announced in late June. Savings associated with this service has resulted in a focusing of activity on the most vulnerable young people and those at risk of NEET.</p> <p>Children’s Centres have extended their partnership working, which has helped to compensate for the further savings taken from this service.</p> <p>Information provision for families more broadly has been identified as an area that required further attention and action by the Communities Directorate, to be addressed before the end of the financial year.</p>

Target	Update
<p><b>Raise aspirations and improve life chances of the most vulnerable children and young people, with an emphasis on education and employment and supporting good parenting.</b></p>	
<p>Provide effective early targeted intervention and work intensively with our families with complex needs. WB CYP Partnership Children and Young People's Plan</p>	<p>Early identification and intervention is a cross cutting theme within the CYPP's strategic priorities. It remains a high priority of both health services and the Council. A range of activity has been undertaken to better assess the effectiveness of early targeted early intervention and intensive support. This has included:</p> <ul style="list-style-type: none"> <li>• Focusing the first peer challenge undertaken by the Children's Improvement Board on this area in June 2011</li> <li>• Developing a peer approach to parent consultation model and testing this through an action research project in 2012</li> <li>• Developing an early help commissioning framework to implement a more systematic approach to commissioning decisions</li> <li>• Maintaining provision that supports families in need in disadvantage for example short breaks provision for disabled children and the Family Intervention Partnership for high need families, extending this to work with children on the edge of care</li> <li>• Including early help as one of the five core projects of the Munro Implementation Board.</li> </ul>
<p>Implement or develop a life chances indicator broader than NI116. West Berkshire Council to be monitored by WB CYP Partnership</p>	<p>The focus has shifted towards a core set of outcomes for the CYP Partnership and WBC CYP services and with the Government's wider shift away from NI116 to a broader definition of poverty to include an emphasis on social mobility and the underlying causes of poverty this no longer appeared to be required.</p>
<p>Identify a baseline cohort currently aged 2, 11 and 16 to provide a sample to measure change in 2014, 2017, 2020 by the life chances indicator.</p>	<p>Since September 2009, funding has been made available to priority parents on a low income - to provide free child care places for their 2 year olds. These children have been identified on the education database (EMS) in order that their future progress can be tracked.</p> <p>From April 2012, parents in receipt of this funding have been asked for consent to access the future records for their children. This will allow performance for this cohort of 2 year olds to be compared against the wider cohort in respect of e.g. future SATS, GCSE results, attendance etc. For those aged 11 and 16 the attainment and progress gap will be tracked via free school meals provision.</p> <p>Identifying a group within those in Year 11 at the end of the 10-11 academic year has been more challenging with the re-tendering of the Connexions contract. This is an area that can be explored with the successful provider who has the contract from September 2012.</p>

Target	Update
<p>To raise awareness of the links between poverty, deprivation and poor outcomes amongst those working with vulnerable families.</p> <p>Training and promotional resources to be produced by Prevention and Early Intervention Group in 2011 <i>(This group no longer exists)</i></p>	<p>A Child Poverty perspective was included in Children's Workforce Common Induction course, which was re-shaped in 2011-12 following learning from a pilot delivery.</p> <p>Widespread changes within CYP services and to children's workforce developments and support nationally impacted resources and capacity for development of training locally.</p> <p>New funding through the government's Troubled Families Programme provides an opportunity from 2012-15 to support workforce development, including funding and promotional of common learning.</p> <p>Approaches have been made to NSPCC and other with regard to purchasing of poverty training and resources.</p>
<p><b>Recognise differences in the way poverty affects people's lives in rural and urban areas and deliver solutions to fit these differences.</b></p>	
<p>Relevant policies of WBP and sub-group partners include a place and poverty dimension WBCYP Partnership</p>	<p>See introductory note citing child poverty as a cross-cutting theme of the CYP Partnership.</p> <p>WBP has developed another place-based initiative at Calcot , learning from the Greater Greenham Project, and focusing on young people not in work or learning and young parents to address their support and inclusion needs in a range of ways.</p> <p>WBC has supported development of community-based partnerships, working with the Clay Hill Residents Association to develop use of the Riverside Community Centre. Clay Hill has the highest child poverty in the district and is one of the highest areas for youth unemployment, as is Calcot.</p>
<p>Public transport providers extend concessionary fares and maintain bus routes that will enable people to access jobs. WBC Transport Services</p>	<p>Local Transport Plan 2011-26 published, which contains a number of commitments related to children and families:</p> <ul style="list-style-type: none"> <li>• Increasing and promoting bikeability training to encourage children to ride to school</li> <li>• An emphasis on sustainable strategies to contribute to obesity reduction, including amongst children</li> <li>• Links between transport plans and the CYP Partnership and related strategies</li> <li>• Review of road accident data including involving children and young people, to inform remedial actions re safety improvements</li> <li>• Review of Home to School Transport policy entitlements (a wider review of home to school transport is underway with an emphasis on savings)</li> <li>• Recognition of the importance of accessible transport in relation to jobs and education and the Child Poverty Act 2010 is included in the Plan.</li> </ul>

Target	Update
	<p>The Passenger Transport Strategy includes proposals for extending community transport provision.</p> <p>With the development of a Young Persons' Forum linked to the CYP Partnership this also opens opportunities for extending consultation involving young people in relation to, for example, services provided by First Great Western services and station accessibility.</p> <p>There are other ways in which the Transport group is contributing to the causes and impacts of child poverty including</p> <ul style="list-style-type: none"> <li>- free road safety training</li> <li>- Seeking to influence travel planning and travel behaviour through bids for funding to support: <ul style="list-style-type: none"> <li>work with families and employers in Newbury/Thatcham, to encourage greater levels of cycling and walking to school and work;</li> <li>opportunities to improve access to education or training for 16+ in more rural areas, such as a 'Wheels to Work' moped hire scheme ;</li> <li>joint bids with Reading and Wokingham for activities that would impact Calcot and Theale, including a London style cycle hire scheme;</li> <li>Personalised travel training to allow young people with special educational needs to travel independently.</li> </ul> </li> <li>- Using opportunities provided by the National Planning Policy Framework to influence travel planning requirements for new developments.</li> </ul> <p>It is hard to influence and achieve more generous concessionary fares as these are decided upon by local transport providers, however the CYP Partnership has identified this area as its fourth priority as it was a key issue identified by young people.</p>
<p>Community-led solutions to issues of social and economic deprivation are promoted and supported through grant funding opportunities WBP</p>	<p>There are a number of examples of this, although in the longer term is not clear how where the locus of attention is for monitoring and sustaining this across different funding routes. In 2011-12 WBC provided 100k of grant funding through a Community Solutions Fund to support a range of community-led initiatives. Follow up of the impact of this funding has not yet been completed.</p> <p>WBC's Adult and Family learning service provides grants to local providers to promote adult and family learning opportunities, with an emphasis on supporting applications that address social and economic deprivation.</p>

Target	Update
	<p>The WBP grant-making activity is one appropriate route as the Communities Directorate has very limited grant-making activity.</p> <p>Commissioning activity is also used to direct resources to areas and groups experiencing deprivation.</p> <p>Greenham Common Trust remains an important local funder of initiatives that tackle and reduce the impacts of deprivation.</p>

**Examples of additional activity to support families in poverty:**

- Greenham Common Trust has agreed an arrangement with West Berkshire Council social care services to provide extreme hardship support for specific items or activities for families or individuals in severe need, following a pilot period. This is complemented by GCT support to Newbury Furniture Project
- Discussions are underway with Churches All Together and others about the need for development of food bank provision in West Berkshire
- A Council working group has been convened to explore the implications of changes to benefits and moves to a universal credit system.

Health initiatives include

- Commissioning of the Family Nurse Partnership for West of Berkshire from for three years to provide intensive support for expectant and young mothers under 19 years
- Implementation of a range of anti-obesity initiatives, there being an association with obesity and poverty and chronic long term health conditions
- Continuation of sexual health advice and support for young people
- Growth in health visitor levels to better support mothers of young children.