

Appendix I Children & Young People's Plan 2011 - 14 Delivery Plan

Priority 3	Tackle Child Poverty	William Woyka
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Objective	Lead	Action	Link	Key Milestones
3.1 Make child poverty everybody's business;	Children's Trust	3.1.1 Raise the profile of child poverty across Plymouth 2020 and all theme groups, with a specific focus on the Growth Board and Health and Wellbeing Board.	Candice Sainsbury, PPP	Recognition of child poverty within relevant strategies and theme groups plans. Child poverty strategy developed. Child poverty is acknowledged within delivery plans for worklessness, housing, economic development and financial inclusion. Gaps are identified and agreed by Plymouth 2020 Exec & Board.
		3.1.2 Develop a citywide Child Poverty strategy that is underpinned by key delivery plans such as worklessness, economic development, children and young people's plan, housing and financial inclusion.	Candice Sainsbury, PPP	
		3.1.3 Generate high level local engagement with the South West regional child poverty network, taking full advantage of collaborative links and opportunities both regionally and nationally.	William Woyka, Routeways	
		3.1.4 Undertaken a city wide self assessment on child poverty and identify key gaps and barriers to be addressed within the child poverty strategy.	Candice Sainsbury, PPP	
		3.1.5 Capture and share local successes and lessons learned based from the incorporation of child poverty indicators within commissioning processes across the City.	Jo Hall, Early Years & Fiona Fleming, Children's Commissioning	
3.2 Reduce the number of children living in workless households;	Plymouth 2020 Executive Group	3.2.1 Promote the targeting of 18-24yr olds and parents as priority groups within the draft Worklessness strategy.	Mark Looker, Economic Development	
		3.2.2 In collaboration with the Worklessness and Financial Inclusion groups, establish a task and finish group to identify the key barriers to lone parents' ability to access high quality employment, and develop recommendations to address this.	Lucy Stapleton, Job Centre Plus	

		3.2.3 In collaboration with the Worklessness and Financial Inclusion groups, establish a task and finish group to fully understand the impact of welfare changes on both in-work and workless families, and provide recommendations to ensure parents are fully able to maximise their income.	Jo Hambly, Social Inclusion	
		3.2.4 Engage with the Worklessness group to promote self employment as a route out of unemployment for families with children.	Mark Looker, Economic Development	
		3.2.5 Through commissioning and procurement processes champion the development and maintenance of a local workforce.	Fiona Fleming, Children's Commissioning	
3.3 Reduce housing related child poverty;	Housing Strategic Group	3.3.1 Ensure city wide partners deliver effective and responsive solutions to young people negatively affected by housing benefit changes.	Jo Hambly, Social Inclusion	Smooth Migration to 2014 Universal credit when introduced Further explore imaginative ways of meeting the housing need of vulnerable groups with developers, registered social landlord's and the private rented sector Seek milestones from the Housing Plan when available.
		3.3.2 Promote increased access to decent and affordable housing for families with children through the upcoming housing strategy, with improved housing options for larger families to combat overcrowding.	TBC	
		3.3.3 Reduce the incidence of homelessness, amongst young people and families with children, through access to good quality supported and independent housing choices and with advice and support for the most vulnerable.	Matt Garrett, Housing	
		3.3.4 Ensure provision of good quality accommodation with support to teenage parents to address their significant social and financial exclusion.		
3.4 Reduce the inequalities that have the most negative impact on children's life chances;	Early Years Strategic Partnership	Increase the number of children who achieve a good level of development and school readiness by:	Alison Mackenzie, Public Health & Jo Hall, Early Years	Early Years Foundation Stage Profile data: August 2011 and 2011 (new assessment will be statutory after this) Increase in uptake of evidence based parenting
		3.4.1 Providing effective support for parents to develop good parenting skills.		

		3.4.2 Increased access to universal high quality early years education, with additional focus on disadvantaged 2 year olds.		programmes
		3.4.3 Ensuring all children have good communication and language skills, and social and emotional development, with effective early intervention to improve outcomes.		Increase % settings deemed good/better by Ofsted
		3.4.4 Targeting interventions to the most vulnerable families and sustaining contact.		Increase number of free nursery places offered to disadvantaged 2 year olds
		3.4.5 Addressing health inequalities that will impact on child's later intellectual development: i. maternal mental and physical health, ii. parental mental health, iii. low birth weight, iv. Breastfeeding.		Improved outcomes in CLLD and PSED and a reduction in the gender gap in early years attainment and improve outcomes for the 20% lowest achievers
				Increase in sustained contact with vulnerable families
3.5 Improve young people's capability to manage finances sensibly	Children's Trust	3.5.1 Identify and address the gap in support services for children and young people, which are able to deliver financial capability support in schools and other settings.	Karl Sweeney, Lifelong Learning	TBC
		3.5.2 Provide opportunities for young people to learn how to manage their finances through access to Credit Union Banks within schools;	Jo Hambly, Social Inclusion	
		3.5.3 Engage with private sector partners to develop imaginative ways to deliver financial capability sessions in schools.	Karl Sweeney, Lifelong Learning	