

DRAFT CHILD POVERTY STRATEGY

Engagement and consultation feedback



PLYMOUTH
CITY COUNCIL

I. BACKGROUND

- 1.1 Plymouth City Council is leading on the development of a local child poverty strategy and action plan which aims to reduce child poverty rates across the city as well as reduce the impact of child poverty on children, young people and families. This work is being overseen by the child poverty cross party working group chaired by Councillor Chris Penberthy, Cabinet member for Cooperatives and Community Development.
- 1.2 Over the last year a series of consultations have been undertaken to support the development of this work:
- I. Consultation to agree a local definition of child poverty - 27 May to 31 July 2012
 - II. Consultation event on the child poverty needs assessment as the basis on which to develop Plymouth's child poverty strategy -15 October 2012
 - III. Consultation on the draft child poverty strategy - 12 December 2012 to 31 January 2013.
- 1.3 This report presents the findings from the consultation on the draft child poverty strategy. It is the third and last consultation undertaken to inform the development of a child poverty strategy and action plan for Plymouth.

2. OBJECTIVES OF THE CONSULTATION

2.1 The objectives of the consultation were to:

- Raise the profile of child poverty in the city through effective communication and engagement, thereby ensuring our approach to tackling child poverty is publicised, open and transparent.
- Ensure that the views of key stakeholders, including members of the public are taken into account as part of developing the child poverty strategy and action plan.
- Ensure buy-in from key stakeholders and local communities to enable the future delivery of the child poverty strategy and accompanying action plan.

3. CONSULTATION METHODOLOGY

3.1 Survey

The consultation was launched on the 12th December 2012 and was open until the 31st January 2013.

In order to ensure that the consultation was as inclusive as possible three surveys were developed to capture stakeholders' comments:-

I. The full draft child poverty strategy online

The full draft child poverty strategy was made available for comment online through the Council's consultation portal and focused around several key areas:

- Does the plan focus on the right issues for Plymouth?
- What innovative work is already happening to tackle child poverty in the city?
- How can you or your organisation help to deliver the child poverty plan over the next three years?

The full draft child poverty strategy can be found online at the following link:-

[Plymouth City Council - Child Poverty Matters - draft for consultation](#)

2. A Children and Young People's version on line

An on-line version of the 'survey lite' for children and young people also available through the Council's consultation portal.

The children and young people's version can be found online at the following link:-

[Plymouth City Council - Child Poverty Matters - Survey for children and young people](#)

3. A 'survey lite'

A hardcopy, one page A5 survey asking for people's views on how much they agreed or disagreed with a series of statements relating to proposed areas of focus for the strategy and action plan.

Hardcopies of the survey lite were sent directly to the following:-

- All Children's Centres
- All Libraries
- All Plymouth City Council youth workers (responses were received from Plymouth High School, Frederick Street Youth Centre, Rees Youth Centre, Morley Youth Centre, Efford Youth Centre)
- Selected schools: Woodford Junior School, High View School, Longcause Community Special School
- Neighbourhood Liaison Officers and Councillors were given hardcopies of the survey lite to take to neighbourhood meetings and community events.

A copy of the survey lite can be found in Appendix I.

3.2 Stakeholders consulted

Councillor Chris Penberthy, Chair of the child poverty cross party working group and Cllr Sam Leaves as Vice Chair wrote directly to a number of key stakeholders across the city along with some nationwide interested parties.

The following stakeholders were invited to take part in the consultation:-

- All Councillors were invited to comment by letter and e-mail
- Plymouth City Council's Corporate and Senior Management Team were invited to comment by e-mail and all Departmental Management Teams received a briefing informing them that the consultation was available for comment
- Partnership Boards and partner agencies were invited to comment by e-mail. Those boards meeting within the consultation period received briefings at their meetings inviting them to comment
- All Plymouth City Council staff were invited to comment through staffroom
- The public were also invited to comment through the Council's website, press releases and social media.

3.3 Targeted activity

In order to reach children, young people and families a number of targeted consultation events were also undertaken. The sofa events are an informal way of consulting with children, young people and parents across the city and were undertaken as part of the Plymouth Plan consultation.

| Consultation Event | Date |
|---|---|
| Youth Council | 07 th December 2012 |
| Plymouth Children's Safeguarding Board | 07 th December 2012 |
| Plymouth City Council People Departmental Management Team | 09 th January 2013 |
| Children's Trust Board | 14 th December 2012 |
| Growth Board | Circulated with minutes – 09 th January 2013 |
| Plymouth City Council Corporate Services Departmental Management Team | 16 th January 2013 |
| Sofa event, Civic Centre Reception | 16 th January 2013 |
| Sofa event, Green Ark Children's Centre | 18 th January 2013 |
| Sofa event, Routeways | 23 rd January 2013 |
| Youth Parliament elections | 26 th January 2013 |
| Plymouth City Council Place Departmental Management Team | 30 th January 2013 |
| Green Ark Children's Centre (International Group) | 31 st January 2013 |
| Sofa event, Central Library | 31 st January 2013 |
| Safe and Strong Board | 31 st January 2013 |
| End of consultation on draft strategy | 31 st January 2013 |

For a full list of consultees, see appendix 2.

3.4 Promotional activity

The consultation was promoted in the following way:-

- Press releases to local media informing the public about the consultation and inviting them to take part
- Use of Twitter as a forum for debate posing a question each week on child poverty throughout the consultation period – see appendix 3 for details
- The Council's website
- Articles on the Council's Staffroom and Schoolroom pages
- Posters/leaflets were displayed in Council offices, libraries, children's centres and Plymouth Community Homes housing offices
- Articles in partner organisations' newsletters

4. CONSULTATION RESPONSES

4.1 The survey lite and online surveys received an overall total of 261 consultation responses.

From these responses, 23 were received on the full draft strategy consultation, including agency responses from:-

- Jobcentre Plus
- City College Plymouth
- Public Health
- Plymouth Community Homes
- Whitleigh Partnership
- Routeways
- The Zebra Collective

204 responses were received on the survey lite, with approximately 60 people attending the sofa events at libraries and children's centres, providing us with additional comments.

The children and young people's on-line version also received 34 responses.

Approximately 40 children from primary schools across the city provided us with their feedback at the Youth Council consultation event held on the 07th December 2012.

5. CONSULTATION RESULTS

The following section provides an analysis of feedback from the consultation. The number of respondents who agreed or disagreed with the statements on the survey lite and children and young people's survey are shown on the pie charts overleaf¹.

Members of the Youth Council worked in pairs and selected on the scale whether they agreed or disagreed with the statement.

The accompanying comments are the views of respondents given at the consultation events and received as part of the consultation on the full draft strategy.

¹ Variations in the total of each pie are due to not all respondents commenting on each question

FINANCIAL SUPPORT AND INDEPENDENCE

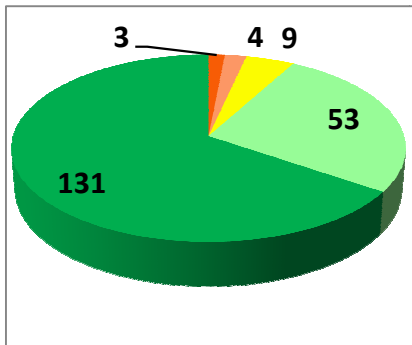
Respondents were asked how much they agreed or disagreed with the statements below:

Key

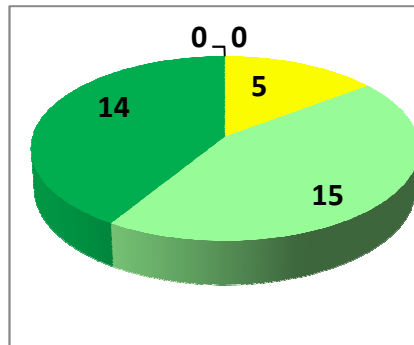
| | | | | |
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| Strongly agree 5-4 | Agree 4-3 | Neither 3-2 | Disagree 2-1 | Strongly disagree 1-0 |
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I. More, better paid jobs in the city

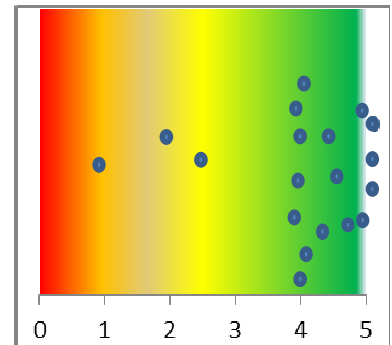
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



'We need to get people to work, not just create jobs.'

'...it begins with the availability of well-paid work, families' role-modelling 'work', encouraging children's aspirations, which begins in primary schools onwards.'

'The causes of a low wage economy and low wage family need to be tackled.'

'Equal pay, fair pay'

'There is a trend within areas of deprivation for children from workless families to consider benefits as an option'.

'Work is the best route out of poverty, although low wage work and a low wage economy need to be improved from a Plymouth perspective. Economic development in order to attract a wide range of industries to the city is vital.'

'The city needs to identify and actively attract STEM industries'

'I do not see anything about reviewing planning to try to ensure that new jobs are located near to areas of deprivation.'

'More jobs – close to home'

'Employers are paying less national insurance for part-time jobs, need more full-time jobs'

'Most people in Plymouth are looking beyond city for better paid work'

'Not all about money, it's pride having a job - how it makes you feel'

Overall the majority of respondents agreed with this statement.

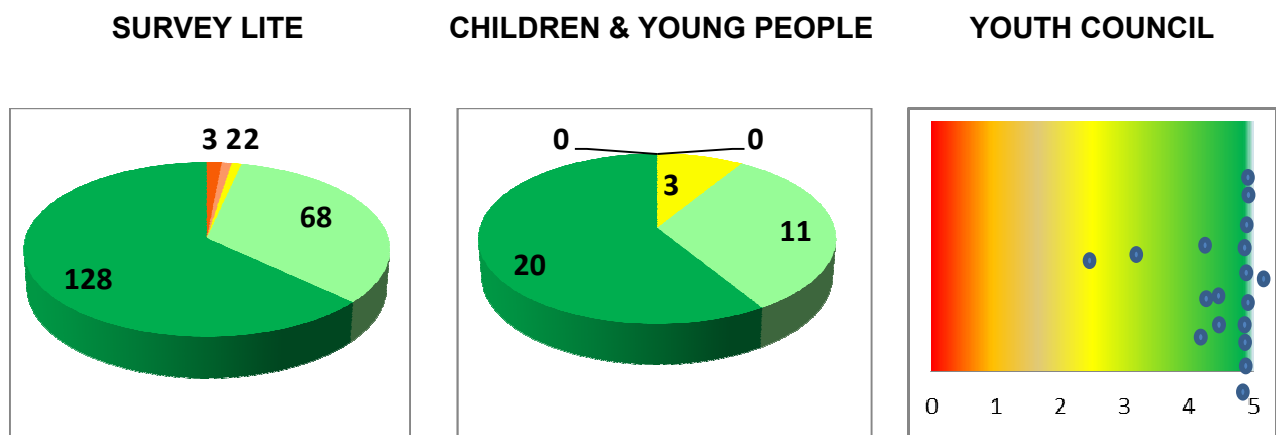
At a macroeconomic level it was felt that more attention should be focused on attracting inward investment to the city to improve job opportunities for local people. Other suggestions were around providing business rate relief for small businesses or those who wanted to set up new businesses.

The increase in in-work poverty was raised by numerous respondents as an area of growing concern; in particular the impact of the welfare reforms on low income working families. It was felt that more should be done to support families on low wages to take families above the poverty threshold. Feedback from the consultation showed concern for families ‘on the margin’ who may be struggling but do not hit any of the measured thresholds to access support.

Some respondents were concerned about the types of jobs available to them stating that they had difficulties finding full time employment but worked more than one part-time job. Others had difficulties finding work following school, college or further education.

The location of new jobs was also cited as key, with respondents stating that job opportunities and areas of employment should be located closer to home or easily accessible by transport routes for families in the more deprived areas of the city.

2. Increase people’s skills to help them find jobs



‘A lot of people made the effort to get skills but can’t get jobs’

‘Training should be valued – looking after people and providing opportunities / promotion’

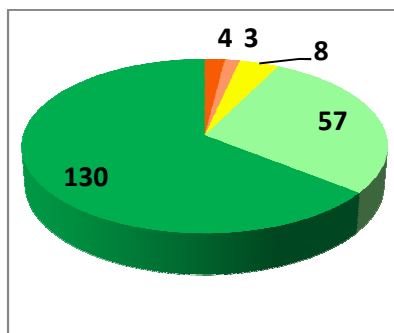
‘Clear pathways to employment opportunities in Plymouth from school, college and higher education. Further work between employers and schools / higher education to facilitate this’

‘...high quality education is of paramount importance to enable more young people and adults to secure direct employment or self-employment. However, employers consistently state that young people are often not ‘job ready’ and lack key employability skills.’

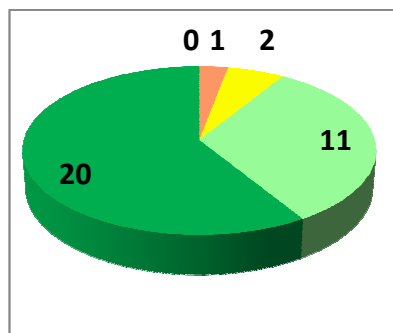
Overall the majority of respondents agreed with this statement. However, respondents felt that a stronger alignment is required between education / skills providers with future employment opportunities and the growth agenda of the city. Some respondents stated that the focus should be not only on literacy and numeracy skills but also on ‘employability skills’. On-going training opportunities for those in work so that they are able to move on to more high-value employment were also raised.

3. Tackle barriers to working, such as affordable transport or childcare

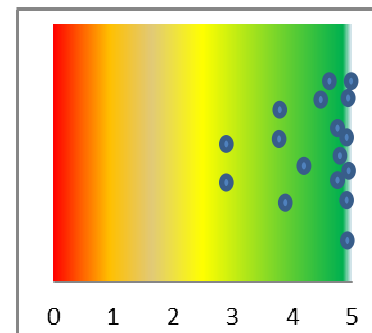
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



'Work protects families against poverty. We know that the overwhelming majority of unemployed people want to work, yet many encounter barriers which are difficult to predict, prevents many from accessing and advancing in jobs.'

'Out of pocket if I work due to childcare. Can companies provide benefits? E.g. support with childcare – would cut down on transport as well'

'Childcare costs mean I earn less than the minimum wage'

'Can't afford childcare, need to work weekends / evenings'

'Cost of childcare – been offered two jobs, but not worth it – even if it's a good salary – due to cost of petrol / childcare'

'Bus pass that you can use before 09.30 – I need to use the bus to take my son to his children's centre and other appointments so have to pay before 09.30 - if you live in Plymouth you should charge people a maximum amount but not too much.'

'Working mothers find it difficult to finance training'

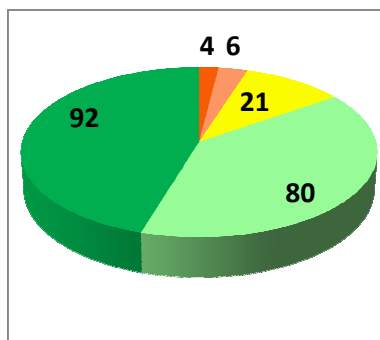
'...we need to champion more flexible work environments which can accommodate the other demands that parents have in their lives'

Overall the majority of respondents agreed with this statement. The cost of childcare was viewed as a major barrier, in some cases people said that they would be better off not working. Comments were also made about the availability of childcare for those who worked evenings and/or weekends. Some parents also commented that accessing training was difficult due to the availability of affordable, flexible childcare at the times when training is provided.

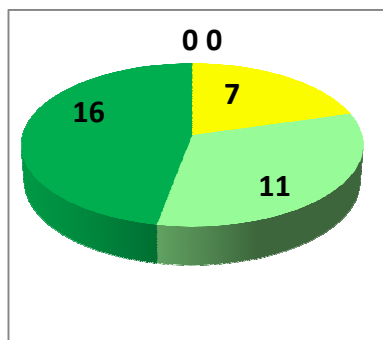
However, anecdotal feedback from parents tells us that it is the cumulative impact of these barriers that can mean accessing training or employment seems unviable. Technology such as improved digital provision was suggested as one way employers could help to reduce the cumulative impact on parents by providing them with more opportunities to work from home.

4. Help families manage their household budgets

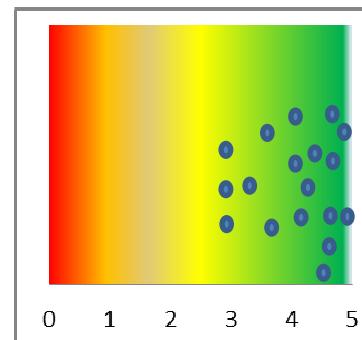
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



'Doorstep loans are popular here. The Credit Union profile needs to be raised.'

'Offer financial support if people want it, but some people don't want to talk about finances – it's private'

'...link elements of family expenditure to managing finance.'

'Policy needs to and is shifting away from benefit maximisation to income maximisation; however this is a slow process of cultural change within support agencies'

'Better information'

'There are too many adverts on TV promoting gambling sites such as bingo, poker and online gaming. This needs controlling'

'Support for families that have mortgages, working hard and really struggling to meet basic needs'

'Schools have a considerable role to play in facilitating support and advice in managing personal finances'

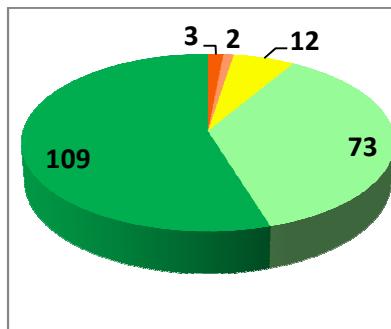
Overall the majority of respondents agreed with this statement. Helping families to increase their financial capability and manage debt came through as a key area of need from respondents, particularly providing support to low-income families and those affected by the welfare reforms.

Providing sound budgeting advice and support for families affected by the current economic climate and welfare reforms, including debt management guidance was seen as vital. Feedback illustrates the need for budgeting that promotes positive outcomes for the whole family e.g. support to tackle addiction.

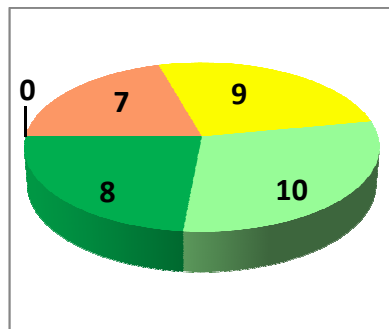
The availability and cost of both legal and illegal lending loans is already impacting on families, leading to increasing debt. Respondents felt that further work was needed to dissuade people from obtaining credit and ending up in debt, especially young people. The work of the Credit Union was seen as invaluable and further work needs to be done to raise the profile of this service in the city.

5. Promote fairer ways to get cheaper household services, such as utility bills

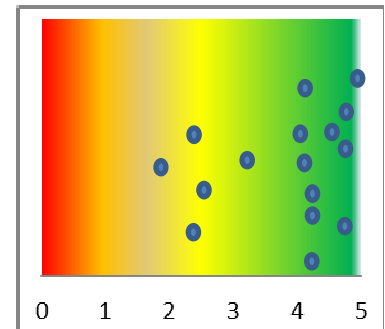
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



'Energy suppliers need to disclose cheapest tariffs and make utility bills much clearer'

'Gas and electric meters are so much more expensive. Why is this?'

'Make sure people know about energy schemes'

'It is not just household services it is food (both quality and cost) and access to opportunities for health and wellbeing and learning such as active leisure, internet access to support with homework projects and so on.'

'Healthy food is always expensive'

Overall the majority of respondents agreed with this statement. However, nearly half of those responding to the children and young people's survey either disagreed or neither agreed or disagreed.

One of the main concerns was that people on low incomes end up paying more for the services they need because they are unable to access mainstream financial products. Respondents were worried about the disproportionately high costs of utilities when paid for by key and card meters. The amount of differing utilities tariffs was also found to be confusing.

The impact of rising household costs coupled with the reduction in household income following the changes to the welfare reforms was cited as having a significant impact on families' finances. Some families were worried about the choices that they have to make as to where they spend their money e.g. household heating, childcare, food. Families' ability to afford health, wellbeing and learning opportunities and activities was also raised as being central to a child's development.

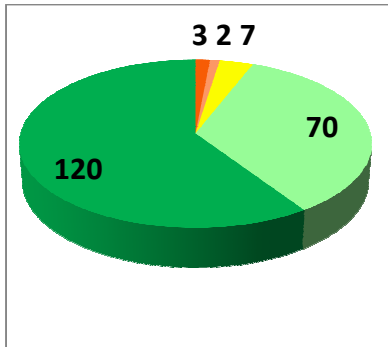
Financial Support and Independence - Key Points

- Not just about jobs it is about getting people back into work
- Need for jobs that pay enough to support the basic needs of families
- Many families are struggling financially not just those who are out of work especially given the current economic climate
- Need to ensure that the right education and training is available to enable people to get jobs
- Cost of childcare is a real issue for working families
- Debt and loans are problems for many families in Plymouth
- Perception of unfairness around low income families paying more for goods and services

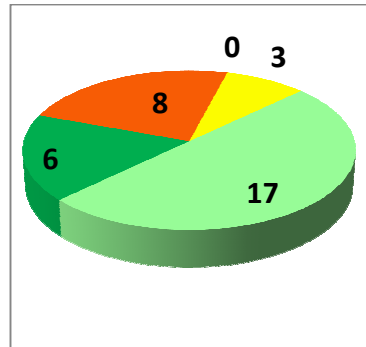
FAMILY LIFE AND CHILDREN'S LIFE CHANCES

6. Make sure people know that child poverty is not just about helping children – it's about helping parents as well

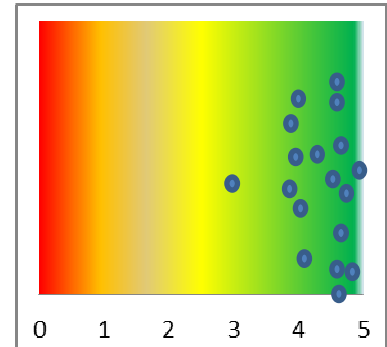
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



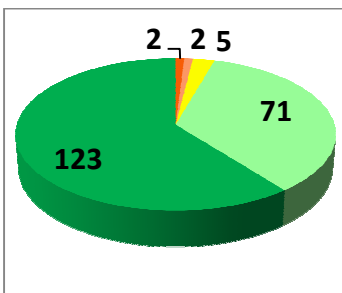
'Parents can teach their children about poverty, if they have been helped themselves'
'More in-house services, if you're at home you don't necessarily know what support is out there but if it's all in one place it's better'

Overall respondents to the survey lite and Youth Council consultation agreed with this statement. However, eight respondents to the children and young people's survey strongly disagreed.

Feedback from the consultation strongly suggested that support should be provided based on the needs of the family as a whole with educational settings central to this. Some respondents also stated that raising the aspirations of parents as well as children and young people as being key to reducing child poverty. However, one of the challenges raised was ensuring targeted support is provided to those low income in-work families who may not hit service thresholds with support diverted to meet more complex needs.

7. Adult and child services must work together to meet the needs of families (statement only asked on the 'survey lite')

SURVEY LITE



'Better training of social services staff'

'Need a complete overhaul of relationship between adult and child services'

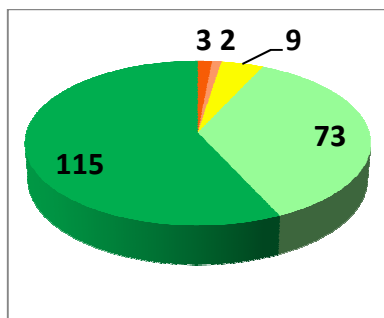
'Ideal situation to have midwives, health visitors and children's centres staff all in one locality – sharing information easy'

Overall the majority of respondents agreed with this statement. Feedback from the consultation events showed that the provision of co-located services for children and adults was viewed as beneficial for families.

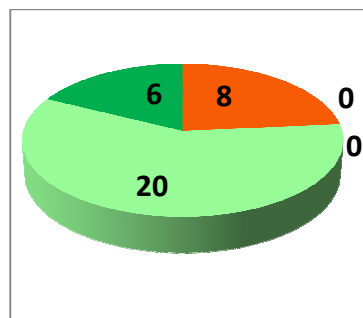
The responses for questions 6 and 7 were very similar reflecting the view that child poverty is about adults as well as children and the need to deliver family centred services.

8. More focus on prevention and early intervention support for families

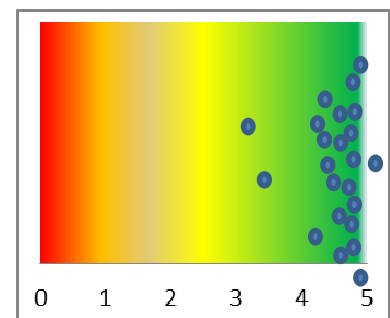
SURVEY LITE



CHILDREN & YOUNG PEOPLE



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'... the Child Poverty Matters strategy should primarily focus on child poverty particularly in the context of troubled and vulnerable families, as early intervention in support of children and their families will help tackle patterns of inter-generational deprivation.'

'Many families fear social services intervention – so are not so likely to ask for help'

'More outreach programmes, like children's centres'

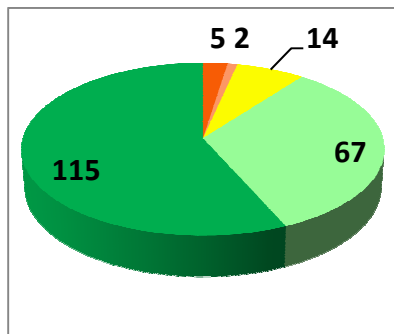
'Children's centres – raise awareness of the work they do'

Overall the majority of respondents agreed with this statement. However, during the consultation events the wording around this statement required explanation. Feedback from respondents showed that early intervention with parents and families before problems worsen was key to tackling child poverty.

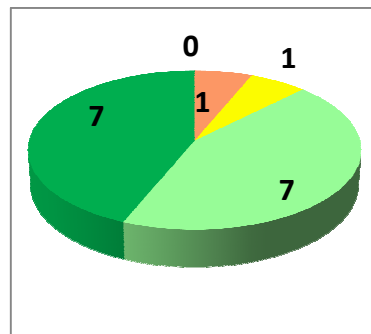
Absenteeism from school was also highlighted as an indicator of problems in the home that should lead to early support for the child and family. This links with other feedback suggesting that support focusing on the needs of the family as a whole should engage with school settings.

9. Improve the educational achievement of children from poorer families

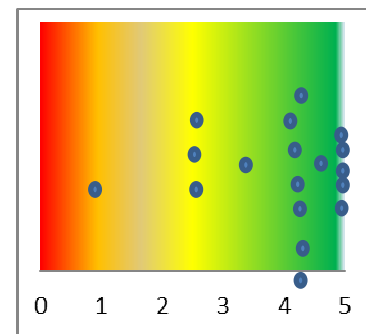
SURVEY LITE



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'Education must be viewed as an essential strand of any strategy designed to tackle child poverty. From attracting high skilled teachers to areas of deprivation to developing support for extra-curricular activities to engage families in aspirational stretch.'

'I realise that education is largely being taken out of the hands of local authorities. What remains within your field of influence should be strongly guided towards ensuring that children from deprived families are not neglected'

'Post 16 (education) providers are not able to access extra funding, for example the pupil premium or free school meals funding which are acknowledged to be significant tools in enabling education to act as a powerful force for positive change in the community'

'...improving attainment and development in early years that is carried through to attainment for young people and adults'

'The city urgently needs to address the problem of retention at age 17 in school 6th forms.'

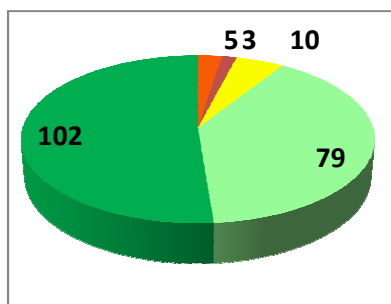
'Education for all'

'Lack of education is a real issue for families – parents need more education'

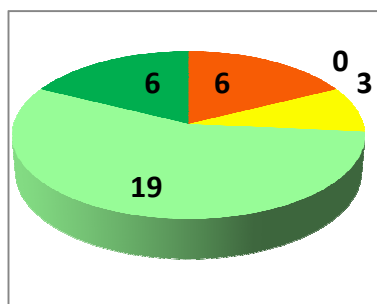
The majority of respondents agreed with this statement, however at the consultation events many respondents commented that the focus should not just be on improving the educational achievement of children from the poorest families, but all children. Also highlighted was the importance of early year's development and attainment and the links to educational outcomes later on. Feedback also showed the need to focus more on the holistic needs of the family for those children who are underachieving.

10. Improve the physical and mental health of families in the most deprived parts of the city

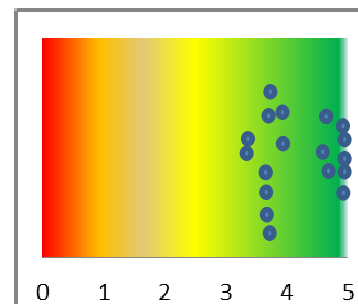
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



'Advertise and promote support for mental health services'

'Tackling health inequalities across the city is a massively important area and integral to child poverty as it is a systematic consequence'

'Not enough sport or arts for people in deprived areas that would help people not fall into depression'

'The strategy does not identify the fundamental implications related to the use of tobacco in the poverty trap...'

'Tobacco is the single biggest cause of inequalities in life expectancy between our communities because it causes more preventable deaths than anything else'

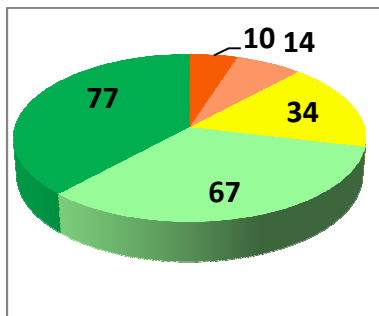
Overall the majority of respondents agreed with this statement suggesting the strategy should focus on reducing inequality in terms of narrowing the gap between the most and least deprived areas of the city in terms of health outcomes. However, there was some disagreement that the focus should only be on the most deprived parts of the city. Ensuring that the strategy addresses the social determinants of health in order to improve health outcomes was viewed as key to tackling child poverty.

The impact of family separation on children's emotional and financial well-being was also highlighted as having a negative impact on children and their life chances. This is currently a gap in the strategy that would need to be addressed.

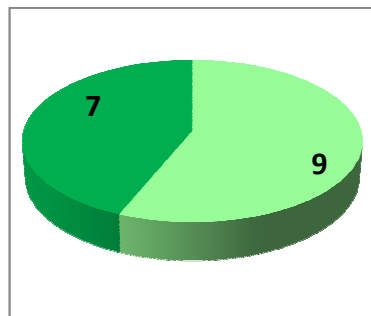
In addition, feedback suggested that the use of tobacco as a determinant of health should also be considered. One respondent stated that viewing smoking as predominantly a life style issue failed to identify the complex web of inter-relating factors behind this behaviour and its impact on family finances and the mental and physical health of children and adults.

11. Make sure we support the poorest families first

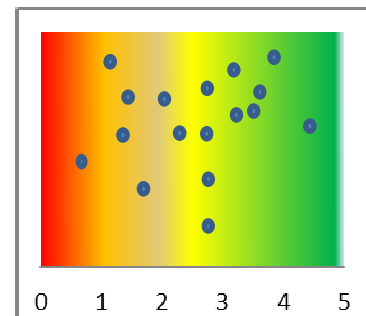
SURVEY LITE



CHILDREN & YOUNG PEOPLE



YOUTH COUNCIL



'Important to support those most in need, whether financially or emotionally'

'Services should be for all, not just poorer families'

'No matter what the circumstances the child shouldn't suffer, they should have the same chances'

Overall the majority of those responding to the survey lite and children and young people's survey agreed with this statement. However, there was a significant number across the three surveys who neither agreed/disagreed or disagreed. Feedback from the consultation events helps to further understand the reasons behind this. Respondents felt that all families were struggling at the moment given the current economic climate and welfare reforms. People were concerned that the focus should not just be on supporting the poorest or most vulnerable families first but also the 'on a margin' families, those who are often in-work on low incomes that fall below thresholds to access services.

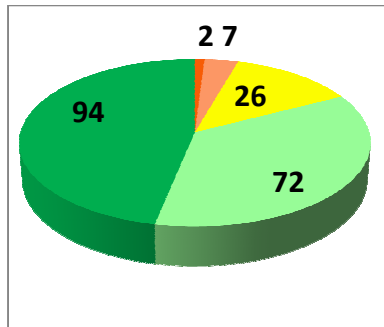
Family Life and Children's Life Chances - Key points

- Not just about the poorest families, many are struggling at the moment
- The aspirations of parents are just as important as those of children in addressing child poverty
- Need to identify and address problems around the whole family rather than individual family member needs – particularly around hot topics like domestic abuse and parental mental health, all of which have an impact on outcomes for the child
- Essential for agencies to work together to address family issues that impact on the child – engagement with schools is key to this
- Health inequalities is recognised as a significant issue that needs to be addressed by tackling the underlying causes of ill health such as lifestyle, worklessness and emotional wellbeing

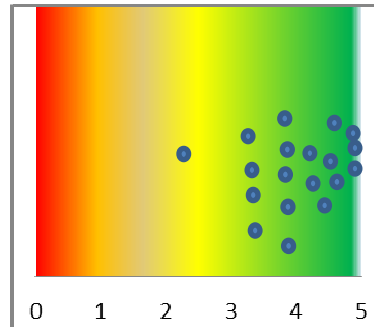
COMMUNITIES AND NEIGHBOURHOODS

12. a) Improve quality and cost of housing for families who need to privately rent

SURVEY LITE



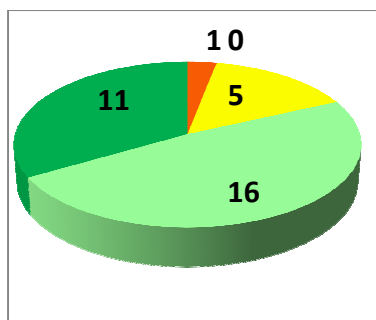
YOUTH COUNCIL



This statement was slightly adapted for the Children & Young People's version:

b) Help families on a low income to rent good quality houses

CHILDREN & YOUNG PEOPLE



'... there is a need for positive support for families in poor quality accommodation – advice and outreach related to their statutory rights as tenants should be provided.'

'Renting privately and working is often difficult'

'PATH support work helped me get off sofa surfing and find private rented accommodation and get support with any issues'

'Condition of housing affects health of children'

'Need to 'Police' private landlords better – a code of conduct for landlords'

'Private rented – maintenance is really difficult – can't really complain, no comeback on landlords'

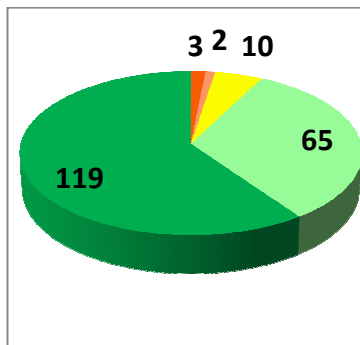
'Housing needs more efficient heating – stock is old, needs maintenance'

The majority of respondents endorsed this statement, in particular the relatively high cost and poorer condition of private rented accommodation. The lack of an ability to hold private landlords to account for repairs and maintenance was also cited as a concern. Other respondents reflected

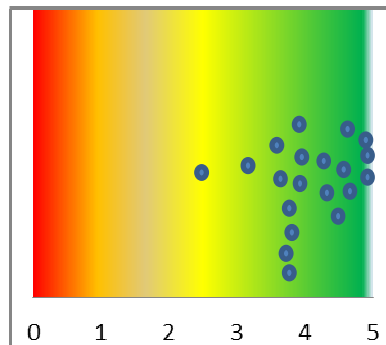
the need for some poor, quality social housing to be improved as well as an emphasis on the private rented sector. Other comments strongly linked poor housing conditions to poor health outcomes such as asthma in children.

13. a) Work with local communities to meet their needs, such as domestic abuse and mental health

SURVEY LITE



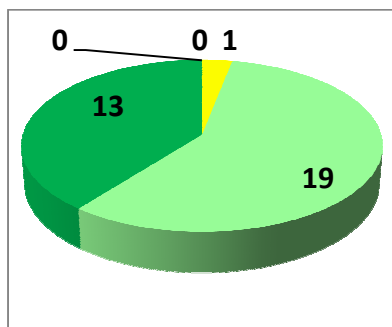
YOUTH COUNCIL



This statement was slightly adapted for the Children & Young People’s version:

b) Make sure we listen to the voices of parents, children and young people

CHILDREN & YOUNG PEOPLE



‘...community asset building, strengthening the resilience of communities to find their solutions, can be supported to manage the impacts of poverty, create cohesion etc, social capital.’

‘...emphasis on giving people services rather than developing a community strengths based approach – led by communities identifying problems and strengths and solutions.’

‘There is a hopelessness in parts of Plymouth that affects communities and those living in them. People feel trapped in Plymouth, with no chance for social mobility.’

‘Great things happen when people get together to run their lives in ways which meet their needs and those of their communities.’

Overall the majority of respondents agreed with this statement. Ensuring services meet local needs was viewed as important, for example, through communities having greater involvement in decision making and designing of services. Feedback also suggested greater use of community assets e.g. children's centres working with statutory and voluntary and community sector organisations to add value to the services already provided.

Some respondents also raised concerns that incidences of domestic abuse may increase due to poverty in the family and the stresses associated with this.

Communities and Neighbourhoods - Key Points

- Poor private rented housing is confirmed as a critical area for addressing child poverty
- Need to strengthen communities' ability and resilience to address key elements of poverty through use of community assets, development of social capital and other community based solutions

ADDITIONAL QUESTIONS

The full consultation on the draft strategy also asked respondents the following additional questions:-

- 1. Are you involved in, or aware of a local project or initiative:-**
 - that provides financial support and independence to low income families in Plymouth?
 - works to improve families' lives and children's life chances in Plymouth?
 - works to tackle child poverty within our local communities and neighbourhoods?
- 2. How can you or your organisation help to make a difference in the child poverty action plan?**

The above questions were asked to help establish good practice across the city and develop the accompanying action plan to the strategy. Excellent examples of initiatives helping to tackle child poverty in Plymouth were provided some examples of which can be found below:

Whitleigh Partnership – development of a local worklessness strategy including a work club, work with Plymouth Community Homes and Barclays to open new accounts for tenants.

Plymouth Energy Cooperative - to help people reduce electricity and gas costs

Advice Plymouth – family welfare advice and benefits advice

Plymouth NHS Stop Smoking Service – increases health and financial wellbeing of clients

Plymouth Credit Union - providing financial services, including those who have been excluded from traditional services

Plymouth Foodbank - supporting families in crisis by issuing food parcels

Food is Fun CIC - encouraging healthy eating

Timebanking in Stonehouse – Zebra Collective

Parents Apart, Routeways – support for families when parents separate

Jobcentre Plus – encourages unemployed people to seek work, providing training and up-skilling opportunities from contracted providers and in-house through Get Britain Working initiatives

City College Plymouth – in partnership with Barclays Bank – offering financial awareness training aimed at NEETS, focus on employability skills and an ‘enterprise cultures’ embedded in college courses, subsidised nursery and childcare facilities, subsidised bus transport for 16+ learners, young parents support group, Plymouth Advice Centre for Employment (PACE) part of City College Plymouth and literacy and numeracy programmes

Plymouth Community Homes – Managing the risks of welfare reform, Learn for Free, working with South West Water to reduce water debt, family group conferencing model – aimed at enabling informed decisions about tenancy / debt management

Plan for Jobs – bringing together the key actions and interventions to stimulate the city’s economy and create jobs

Community Economic Development Trust – aims to support communities in the north west of the city to improve their access to employment opportunities

As part of the final strategy, example case studies of this innovative work will be included.

3. What would success look like in three years’ time?

‘...the provision of decent, affordable homes, mitigating household energy costs, providing welfare reform support and management, improving places for young people to play and providing training opportunities within an overall ethos of mitigating the effects of poverty in general.’

‘Part of the problem for Plymouth is we have been so deprived for so long that we can no longer visualise success.’

‘More equalisation between the different neighbourhoods in the city – no longer needing to refer to some neighbourhoods as deprived’

‘Narrowing the gap between the east and west of the city’

‘A reduction in health inequalities will automatically result in improved childhood chances and a reduction in child poverty’

‘Significantly lower levels of out of work families and individuals’

‘More equitable areas, less sharp differences in areas of deprivation – across health as well as wealth’

‘Greater numbers of companies who are prepared to pay beyond minimum wage, higher skills base’

‘Given what is ahead of us, I think success would be to have seen no increase in the number of families living in poverty’

‘...an increase in children achieving key skills at primary level’

‘More happy and thriving children. Unfortunately income is easier to measure than happiness.’

Narrowing the gap between the best and worst performing neighbourhoods against a number of health and educational outcomes was cited. In addition, lower levels of out of work families and individuals combined with increased skills levels across the city and a living wage were viewed as key indicators of success.

While some respondents stated that success would be a reduction in the number of families living in poverty against the national measure, given the current economic challenges and changes to the welfare system, simply ensuring that the numbers of children living in poverty do not increase will be challenging.

6. NEXT STEPS

While the child poverty agenda is being led by Plymouth City Council, we all need to remember that Tackling Child Poverty is everyone's business and will require a collective response across all agencies.

'Let's, first of all, remove the emotive word "child" from the equation. No child in Plymouth or anywhere else is living in poverty unless their parents / carers are.

'The city itself urgently needs investment that creates jobs, rebuilds communities and restores hope in the future.

'...because of the title 'child poverty' colleagues (...) quickly establish that this strategy has nothing to do with them as they don't have direct links with services for children and young people... children's services can't tackle child poverty they can only address the effects of family poverty and signpost parents to adult services – other services (...) have a much greater ability to actually effect change if they are completely engaged with the agenda'.

The information collected through this consultation will now be fed back to the Child Poverty Cross Party Working Group as part of the process to develop the final strategy.

APPENDIX I
Survey lite



CHILD POVERTY MATTERS

We've got a plan to tackle child poverty.

Tell us what you think of it by visiting www.plymouth.gov.uk/childpoverty or if you haven't got access to a computer, answer the questions overleaf.

Please return this form to your local library, children's centre or the Civic Centre.

This survey is also available in other languages and formats by calling 01752 398330 or email childpovertymatters@plymouth.gov.uk.

Thank you for your time and feedback.

This consultation ends on 31 January 2013.



#plymouth

CHILD POVERTY MATTERS

Our draft plan covers three main themes. Tell us how much you agree or disagree with the plans below:

Financial support and independence

More better-paid jobs in the city

Increase people's skills to help them find jobs

Tackle barriers to working, such as affordable transport or child care

Help families manage their household budgets

Promote fairer ways to get cheaper household services, such as utility bills

Family life and children's life chances

Make sure people know that child poverty is not just about helping children - it's about helping parents as well

Adult and child services must work together to meet the needs of families

More focus on prevention and early intervention support for families

Improve the educational achievement of children from poorer families

Improve the physical and mental health of families in the most deprived parts of the city

Make sure we support the poorest families first

Communities and neighbourhoods

Improve quality and cost of housing for families who need to privately rent

Work with local communities to meet their needs, such as domestic abuse and mental health

| | Strongly disagree | Disagree | Neither | Agree | Strongly Agree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| More better-paid jobs in the city | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increase people's skills to help them find jobs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tackle barriers to working, such as affordable transport or child care | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Help families manage their household budgets | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Promote fairer ways to get cheaper household services, such as utility bills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Make sure people know that child poverty is not just about helping children - it's about helping parents as well | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Adult and child services must work together to meet the needs of families | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| More focus on prevention and early intervention support for families | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Improve the educational achievement of children from poorer families | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Improve the physical and mental health of families in the most deprived parts of the city | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Make sure we support the poorest families first | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Improve quality and cost of housing for families who need to privately rent | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Work with local communities to meet their needs, such as domestic abuse and mental health | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

APPENDIX 2

| Stakeholder/ Organisation | Interest |
|--|--|
| Plymouth City Council Members | Democratically elected representatives of the city and its wards. Invited to comment by letter and e-mail. |
| Plymouth City Council – Corporate and Senior Management Teams | Strategic leads in delivery of parts of the Strategy, invited to comment by e-mail. Briefings were given to the Council’s Corporate Management Team and Departmental Management Teams. |
| Plymouth City Council – identified senior officers | <ul style="list-style-type: none"> • Past involvement or respondents to the consultation on the development of the Needs Assessment or the strategy kick start event. • Potential involvement in delivery of parts of the Strategy or Action Plan. |
| All PCC staff | Officers were invited to comment through staffroom. Officers delivering front line services will likely have views about the Strategy and its approach. |
| Public | Child poverty is everyone’s business. All members of the public were invited to comment on the Strategy. Twitter debates and press releases have promoted the strategy and invited people to comment. |
| MPs | Democratically elected representatives of city’s constituencies. Invited to comment via e-mail. |
| Strategic Partnerships: Children’s Trust Board / Executive Safe and Strong / Community Safety Partnership Culture Board Growth Board Health & Wellbeing Board Plymouth Safeguarding Children’s Board Local Economic Partnership | While some of these partnership groups have a greater interest than others in child poverty. Child poverty is a cross-cutting issue where all partners should be involved and have the opportunity to influence the strategy and action plan. Invited to comment by e-mail and presentations to boards meeting within the consultation period. |
| Libraries | Invited to comment by letter |
| Voluntary & Community Sector: A4A @ CAB Citizens Advice Bureau Community and Social Action Plymouth Children’s Disability Advocacy Groups Children’s Voluntary and Community Sector Forum (Routeways) Disability and Carers Advice & Support Families Need Fathers National Illegal Money Lending Team Plymouth Area Disability Action Network PAN Equalities Network Plymouth Credit Union Plymouth Food Bank Plymouth Guild of Voluntary Services Plymouth Parent Partnership Samaritans Shekinah Mission | Organisations and groups based locally in the community and who work directly with families or individuals affected by child poverty and other issues that lead to child poverty. Invited to comment either directly or by e-mail to Community and Social Action Plymouth for circulation to members. |

| | |
|--|--|
| SHIP Hostel The Zone Race Equality Council Plymfed Age UK Disability Information and Advice Centre Disability Action Network National Autistic Society | |
| Educational establishments and organisations: University of Plymouth University of Plymouth – Student Union University College Plymouth St Mark & St John City College Plymouth Plymouth College of Art & Design NW Locality Commissioning Group SW Locality Commissioning Group Children’s Centres Adult Learning Excellence Cluster All nurseries/child minders registered with PCC Plymouth Association of Primary Heads Plymouth Learning Trust/Secondary Head Teachers Association Plymouth Association of Governors All head teachers of Plymouth schools including Academies Primary Head Teachers Association Special School Heads’ Association Plymouth | Schools were invited to comment by PASH, PAPH and SHAP. Children’s Centres were invited to comment directly by letter. Working with children and young people to support their educational needs |
| Housing associations: Affinity Sutton Devon & Cornwall Housing Association Guinness Trust Hastoe Housing Association Jephson Homes Plymouth Community Homes Plymouth Foyer Regeneration Forum Sanctuary Housing Sarsen Housing Association Signpost Housing Southwest Landlords Association Sovereign Housing Tamar Housing Tor Homes Westcountry Housing Association Westcountry Landlords Association | Invited to comment via e-mail. Provide housing, support and advice to families and individuals in greatest need |

| | |
|--|---|
| Plymouth Community Homes Housing Offices | |
| Youth Parliament | Attendance at the Youth Parliament elections on the 26 th January 2013. Local voice for young people in how services are delivered |
| Youth Council | Consultation with the Youth Council on the 07 th December 2012 Local voice for young people in how services are delivered |
| Health: Derriford Hospital (Plymouth Hospitals Trust) Public Health Development Unit Clinical Commissioning Group Cluster of NHS Devon, Plymouth & Torbay Healthwatch DAAT Plymouth Community Healthcare CAMHS | Invited to comment by letter and e-mail. Families affected by child poverty often have the greatest health needs |
| Police, Probation & Fire & Rescue Service: Devon & Cornwall Police Devon & Somerset Fire & Rescue Local Fire Management Probation Service | Invited to comment by letter and e-mail. Presentation to Safe & Strong Board on 31 st January 2013. Community Safety, youth offending and diversionary youth activity |
| Business and employment; private sector: <i>Business & Employment Support:</i> Business Link Chamber of Commerce Devon & Cornwall Business Council Federation of Small Businesses Plymouth Junior Chamber Careers South West City Centre Company Heart of the South West LEP Learning & Skills Council Princes Trust Sustainability South West Waterfront Partnership Advanced Manufacturing (Chamber) Job Centre Plus Connexions Enterprise Plymouth Ltd <i>Major employers in Plymouth:</i> Babcock Marine Princess Yachts Wrigley's Invensys | Invited to comment by letter and e-mail. Larger sized employers within the city along with business support, apprenticeships, employment support and business start-ups can all factor in work to address child poverty. |

| | |
|--|---|
| Faith groups: Centre for Faiths & Cultural Diversity | Invited to comment by e-mail via Jonathan Marshall Part of the community support network and community hubs. |
| Hard to reach groups List maintained by Social Inclusion Unit, Plymouth City Council | Invited to comment by e-mail via Social Inclusion. Part of the community support network and community hubs. |
| Armed forces: Community Covenant HMS Raleigh | Invited to comment by e-mail and letter A key employer and part of the city's heritage. |

APPENDIX 3

Tweets from the PlymLeader and Plymouth Plan accounts:

Who needs to be involved to have most impact on reducing child poverty in #Plymouth? Is it just the Council? www.plymouth.gov.uk/childpoverty

*Should help and support be given to the poorest families first in #Plymouth?
www.plymouth.gov.uk/childpoverty*

*Do you think that attracting more jobs to #Plymouth is the best way to lift families out of poverty?
www.plymouth.gov.uk/childpoverty*

*How can we find out if our child poverty plan is working and really helping families in #Plymouth?
www.plymouth.gov.uk/childpoverty*