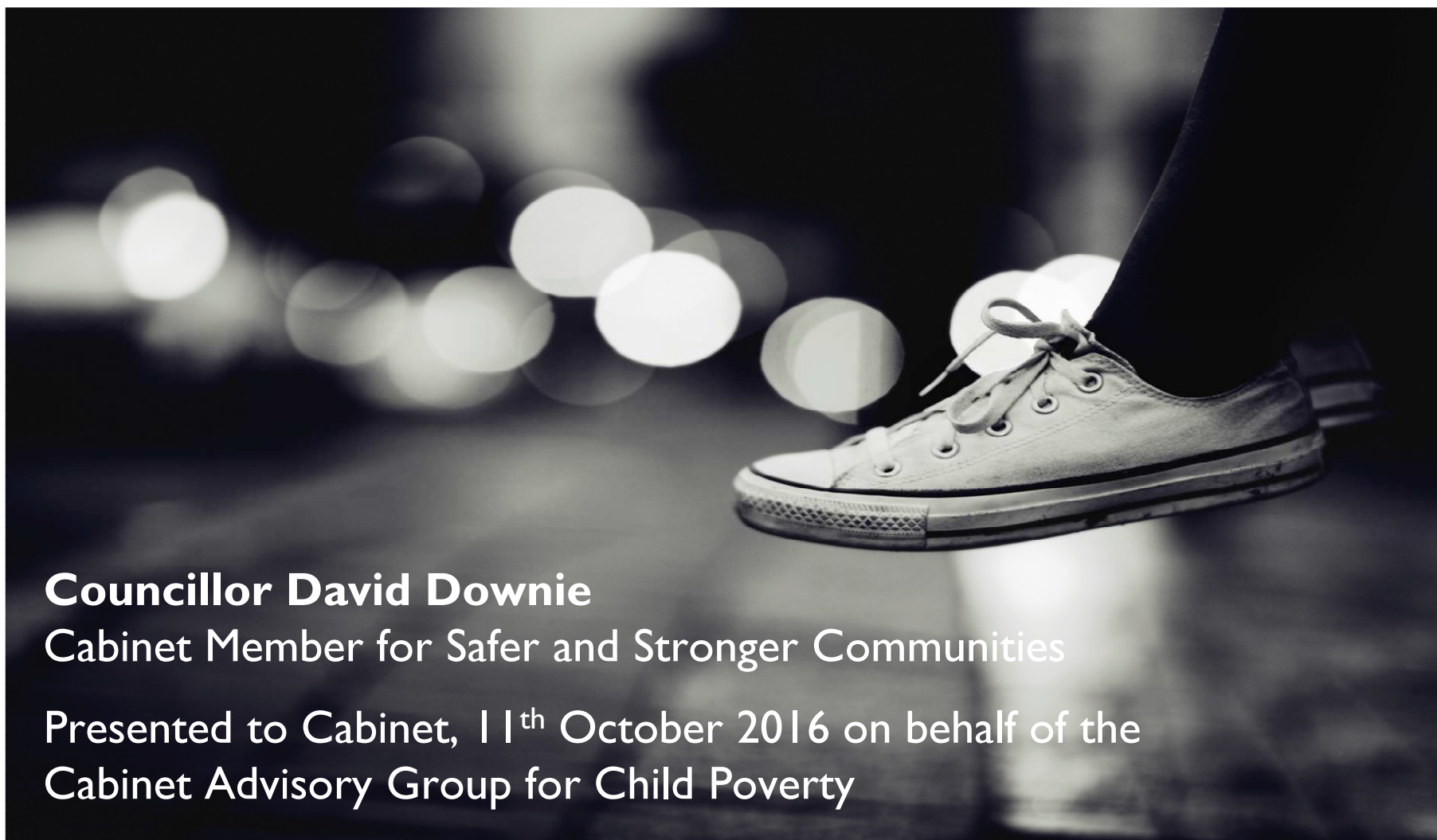


DELIVERING THE CHILD POVERTY ACTION PLAN 2016-2019



Councillor David Downie

Cabinet Member for Safer and Stronger Communities

Presented to Cabinet, 11th October 2016 on behalf of the
Cabinet Advisory Group for Child Poverty

CHILD POVERTY ACTION PLAN 2016-2019



FAMILIES ON
A LOW INCOME

SUPPORT FOR
PARENTS

POOR DENTAL
HEALTH

NARROWING
THE GAP IN
ATTAINMENT



FAMILIES ON A LOW INCOME



Plymouth Plan Links:

Healthy City

- Delivering the best health, wellbeing and social outcomes for children, young people and families; and reducing and mitigating the impact of child poverty. (SO 4, Policies 8, 9, 11, 12, 15, and 16)

Growing City

- Developing a pipeline of skilled staff and supporting those who are outside of the labour market back into work (SO 5, Policies 17 and 19)

Corporate Plan Links:

Caring Plymouth

- Focus on prevention and early intervention
- Keeping people protected
- Inclusive communities
- Reducing health inequalities

Growing Plymouth

- Quality jobs and valuable skills

OUTCOME	OUTCOME MEASURES	PRIORITY ACTIVITY
<p>Low income families are supported to find routes out of poverty through maximising their income</p>	<ul style="list-style-type: none"> ▪ Reduce the number of in work families claiming tax credits in Plymouth by 5% by 2019 ▪ Reduce the number of children in families in receipt of 'child benefit' and 'tax credits' in Plymouth, by 5% by 2019 ▪ Reduce the number of families claiming 'child tax credits' in Plymouth by 5% by 2019 	<p>Strategic work streams for the economy and growth within the Plymouth Plan will address the needs of families on a low income through the following:</p> <p>1. Growth is inclusive - We will explore options with major employers to maximise social investment and engage with the Inclusive Growth Commission. This will create a more inclusive and resilient local economy that will help reduce disparities in income and unequal economy participation.</p> <p>2. Increased business engagement with social investment – in partnership with the private sector, incentivise social investment and lead by example:</p> <ul style="list-style-type: none"> ▪ Promote the Social Enterprise Fund ▪ Progress Building Plymouth, including Construction Industry Training Board (CITB) Framework ▪ Continue Plymouth City Council's apprenticeship scheme ▪ 1000 club, STEM /Digital Co-ordinators/Education/Business and Finance

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<p>Low income families are supported to find routes out of poverty through maximising their income</p>	<ul style="list-style-type: none"> ▪ Increase credit union membership by 20% each year for the next three years 	<p>3. Maximise in-work support available - Using an evidence-based approach, target in-work poverty and maximise opportunities to increase income streams:</p> <ul style="list-style-type: none"> ▪ Map existing data (in preparation) and identify in-work poverty hot-spots and sectors ▪ Skills and Further Education Training – how to extend the focus further than 24+ and 50+; and ▪ Review apprenticeship reform and formalise training <p>4. Maximise out-of-work support – Use evidence based approaches to support people far from the labour market to increase their ability to re-engage</p> <ul style="list-style-type: none"> ▪ Better co-ordinate efforts to tackle worklessness ▪ Youth Deal – personalised mentors ▪ Integrate employment and skills advice across the proposed Well-Being Networks <p>5. Plymouth’s Alternative Finance offer</p> <ul style="list-style-type: none"> ▪ Work with the City Credit Union to expand and promote their product offer to ensure future sustainability ▪ Introduce ‘Fair for You’ to our partners as an alternative to high cost rent ▪ Utilise the #fishyfinance campaign and create a separate webpage as part of this to raise awareness of the dangers of illegal money lending in the city

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<p>Low income families are supported to find routes out of poverty through maximising their income</p>		<p>6. Information and advice offer to families in the city</p> <ul style="list-style-type: none"> ▪ Review advice and information services commissioned to support families to maximise income ▪ Provide a clear joined up advice and information offer, including exploring opportunities for co-location with partners and ensuring that child poverty agenda is incorporated into the well-being network model ▪ Promote support services that are available for families on low incomes that also addresses negative stereotyping about poverty and the importance of seeking assistance ▪ Upskilling front line staff in benefits advice, knowledge and signposting to ensure that information is easily accessible to families directly as well as via support organisations identified through mechanisms such as the Plymouth Online Directory ▪ Support (Universal Credit) benefit claimants with budgeting skills sessions <p>7. Prevention work with children and young people</p> <ul style="list-style-type: none"> ▪ Encourage schools to maximise opportunities for young people to gain budgeting skills in preparation for adulthood, and ensure links with other initiatives like cooking healthy low cost food ▪ Credit Unions will work with schools to encourage greater use ▪ Carry out targeted work with young people via the WOW (Wiser Wonga) project, Citizens Advice and Housing Associations including the development a Young Person Leadership programme in order to improve confidence and resilience

SUPPORT FOR PARENTS



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OUTCOME	OUTCOME MEASURES	PRIORITY ACTIVITY
<p>Parents at risk of poverty are enabled to:</p> <ul style="list-style-type: none"> ▪ be more engaged with child learning ▪ obtain better qualifications and gain more sustainable employment ▪ have access to mental health support 	<ul style="list-style-type: none"> ▪ Increase Plymouth's average total points score (across all the Early Learning Goals) by 5% by 2019* ▪ Increase the % of low income families where one or more in the household has NVQ4 qualification or above by 5% by 2019 <p><i>*may be subject to change</i></p>	<p>The support for a 'Parents' strategic group will oversee delivery of the 'Parent Engagement Plan'. This will ensure that a restorative strengths based approach to work with parents, children and families is consistently applied across the city. Development of the plan will include:</p> <ol style="list-style-type: none"> 1. Ensuring that partners and parents are fully engaged and contribute to this area of work 2. Resources are allocated to ensure that parents across the city are better engaged with their child's learning 3. Resources are allocated within the plan to allow parents to obtain better qualifications and more sustainable employment 4. Commitments are made within the plan to facilitate and access mental health support for parents 5. Ensuring the parent engagement plan is co-delivered with the Integrated Commissioning Strategies 6. Developing a partnership approach and coordinated network of parental support, especially at points of transition for example when services change at the interface between child and adult services 7. Multi-agency workforce development 8. Designing a suite of evidence based tools to use with Plymouth families 9. Ensuring parental success and achievement is celebrated 10. Proactively raising awareness around Free Education places and the future increase of childcare entitlement from 15 hours to 30 hours

POOR DENTAL HEALTH



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OUTCOME

OUTCOME MEASURES

PRIORITY ACTIVITY

By 2019 the dental health of children under the age of 16 has improved - with a reduction in the number of children having teeth removed

- 100% of Plymouth children have received a dental examination by the age of one, by 2019
- Reduce the rate (per 10,000) of children under 10 in Plymouth who have been admitted to hospital for tooth extraction by 5% by 2019
- 100% of the most deprived areas within Plymouth have received a supervised tooth brushing scheme by 2019.
- Reduce the rate (per 10,000 population) of children aged under 12 who have been admitted to hospital for tooth extraction in the 20% (four) most deprived wards in Plymouth by 10% by 2019.

The 'Dental Health' strategic theme group will oversee delivery of the following:

1. A 'Teeth on Tour' road show spearheads all dental health promotion initiatives where appropriate
2. All children in Plymouth have access to a dental examination by the age of one year, to screen for risk factors for Early Childhood Caries (ECC)
3. A fluoride varnish scheme that is accessible in targeted schools (schools with children most at risk of poor dental health) and other appropriate settings such as nurseries, children centres (extend healthy smiles)
4. A supervised tooth brushing scheme to improve dental hygiene
5. Access to oral health improvement for children aged 5-7 (via Immersive Vision Technology IVT)

NARROWING THE ATTAINMENT GAP



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<p>The attainment gap at Key stage 2 and 4 is reduced;</p> <p>More children are able to read and write by the time they leave school.</p>	<ul style="list-style-type: none"> ▪ The attainment gap at key stage 2 is reduced to 5% by 2019, because more disadvantaged children achieve better results ▪ The attainment gap at key stage 4 is reduced to 5% by 2019, because more disadvantaged young people achieve better results 	<p>To address this theme, the 'Narrowing the Gap' strategic theme group will deliver a series of targeted engagement events/visits with schools and further education settings to: raise the profile of, generate buy in, and identify specific actions.</p> <p>Engagement activities will include:</p> <ul style="list-style-type: none"> ▪ Targeted visits to schools by elected member champions ▪ Hosting a workshop event for schools and higher education settings ▪ Establishing a forum for key learning stakeholder to contribute to this agenda <p>Potential future actions in this area could include:</p> <ul style="list-style-type: none"> ▪ All School Development Plans in the city commit to high standards of teaching with targeted, fully researched support for disadvantaged children that enable access to specialist teachers and interventions that are planned, personalised and safe ▪ Disadvantaged children have access to emotional and psychological support including: counselling, therapy, family liaison worker and subsidised access to school clubs and activities ▪ All schools facilitate access to a wide and varied curriculum that engages all children and families. Application of this learning would be applied through a variety of channels: arts, sciences, pupils voices ▪ Schools obtain the Bronze level (minimum) Healthy Child Quality Mark (HCQM) as a means to ensure appropriate health and wellbeing outcomes are embedded within school life