

CHILD POVERTY ACTION PLAN 2019 TO 2022



PLYMOUTH
CITY COUNCIL



On a pathway to address child poverty

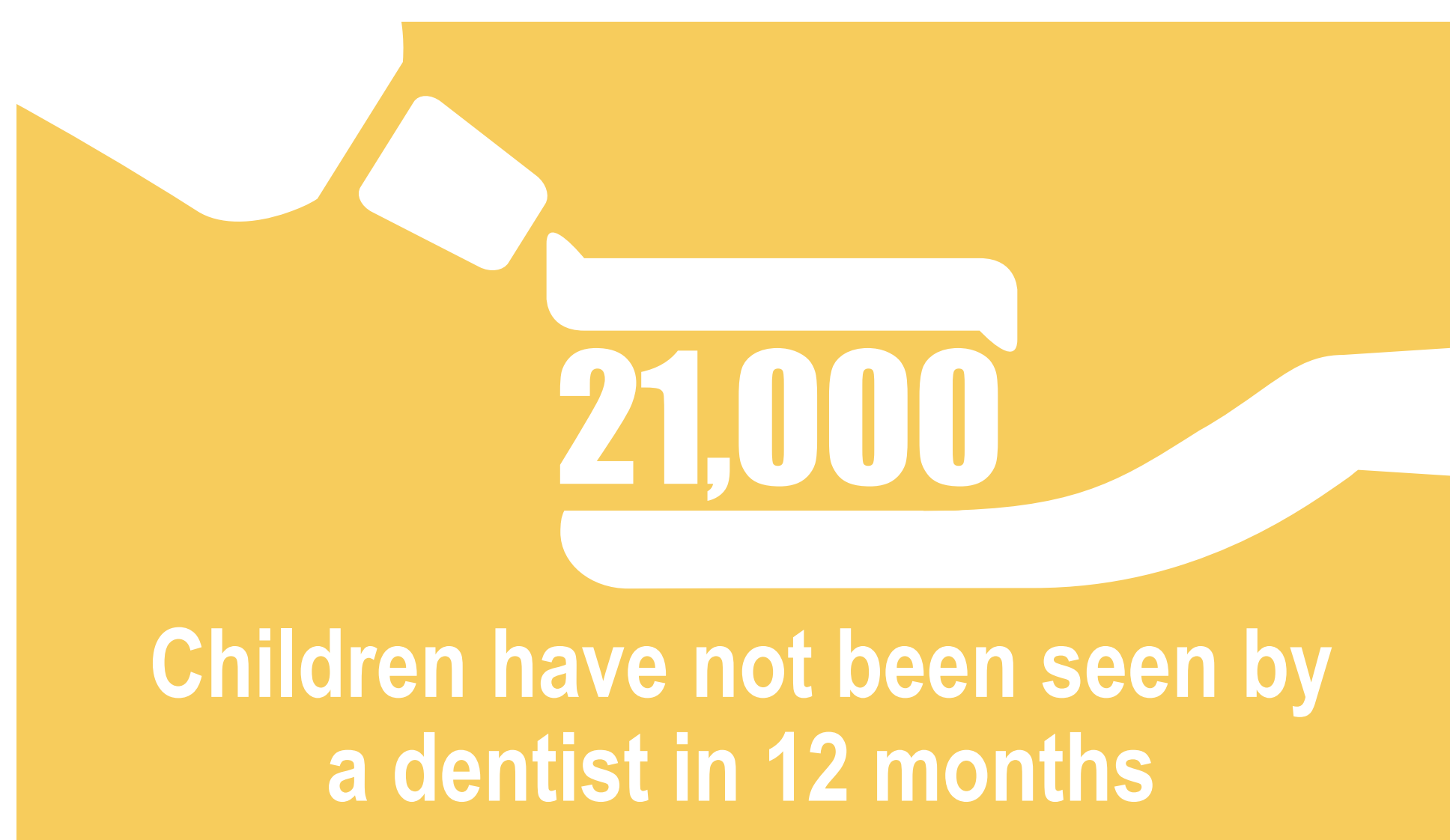
1 Education and Transitions

- Lead a free school meal take-up campaign
- Support the National Citizenship Service and other transition schemes
- Narrowing the educational attainment gap



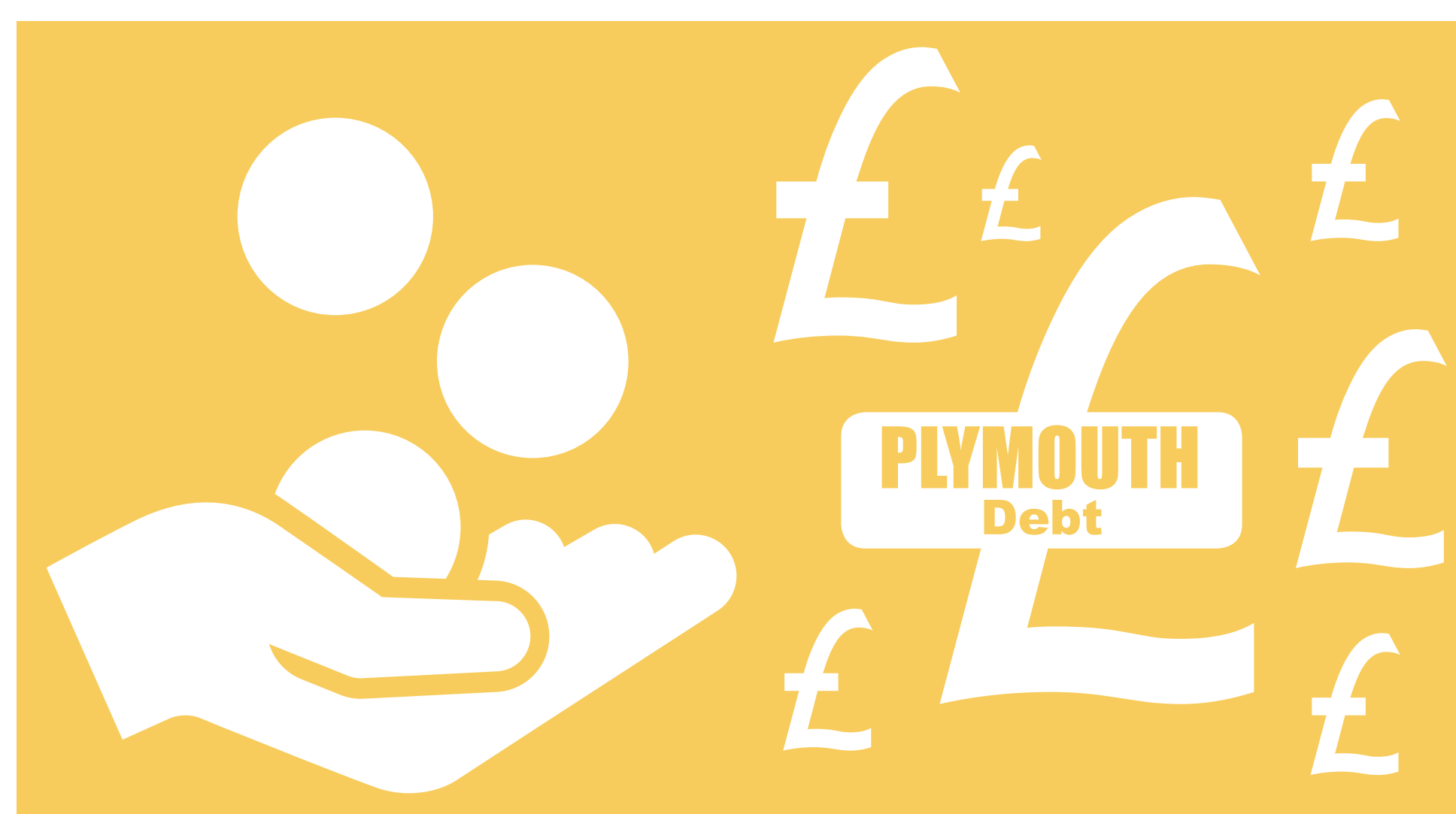
2 Health

- Continue the oral health improvement programme
- Set up a Period Poverty initiative in Plymouth



3 Income and Employment

- Tackling loan sharks and promoting financial inclusion
- Tackling economic deprivation so that the benefits of growth are felt by everyone



4 Partnerships

- More businesses in Plymouth are active in tackling child poverty
- Explore with partners across the city the impact of Universal Credit on children



Action plan

Theme	Priority	Actions	Targets
Education and Transitions 1	1.1 Lead a free school meal take-up campaign	<ul style="list-style-type: none"> Extend the pilot programme to simplify the application process for parents/guardians. Roll out the on-line application offer to all schools from the start of the new term 2019 to coincide with an awareness campaign for parents/guardians. 	<ul style="list-style-type: none"> Increase the percentage of children, eligible for benefit-based free school meals, claiming free school meals. Target 80% for 2019/20.
	1.2 Support the National Citizenship Service and other transition schemes	<ul style="list-style-type: none"> Financially support young people who want to access the NCS scheme from disadvantaged backgrounds. Promote the NCS campaign to the young people of Plymouth. 	<ul style="list-style-type: none"> 100 children from disadvantaged backgrounds are to be supported through the NCS scheme, by 2022.
	1.3 Narrowing the educational attainment gap	<ul style="list-style-type: none"> Reduce the attainment gap between disadvantaged pupils and all other pupils. Target specialist support to those schools with the biggest attainment gaps. 	<ul style="list-style-type: none"> The gap in attainment between pupils eligible for FSM and pupils not eligible for FSM is reduced to match the national average by 2022.
Health 2	2.1 Continue the oral health improvement programme	<ul style="list-style-type: none"> All children in Plymouth have access to oral health promotion advice and parents/families are signposted to dental services. Supervised toothbrushing schemes and fluoride varnish schemes are promoted in schools and community settings to improve oral health. 	<ul style="list-style-type: none"> A 10% reduction in the number of children having decayed teeth removed under general anaesthetic.
	2.2 Set up a Period Poverty initiative in Plymouth	<ul style="list-style-type: none"> Set up an independent commission to understand the impact of Period Poverty in Plymouth. Start an initiative to combat Period Poverty based on the Commission's recommendations. 	<ul style="list-style-type: none"> Implement the findings of the Period Poverty Commission by 2022.
Income and Employment 3	3.1 Tackling loan sharks and promoting financial inclusion	<ul style="list-style-type: none"> Increase: <ol style="list-style-type: none"> the profile of City of Plymouth Credit Union the number of collection points in the city Deliver a campaign to tackle loan sharks in the city. 	<ul style="list-style-type: none"> Support a broader range of Credit Union membership e.g. PCC staff and other employees.
	3.2 Tackling economic deprivation so that the benefits of growth are felt by everyone	<ul style="list-style-type: none"> Run a campaign with sectors with very low wages to ensure the real living wage is paid. Encourage clustering of businesses to increase skills, enable career progression and increase average wages. Work with influencers across the city to ensure that policy is assessed for the impact on the lowest earners (Aligned with the Plymouth Plan 'Growing City'). 	<ul style="list-style-type: none"> Get 100 businesses 'signed up' and participating in activities to improve growth and reduce in work poverty.
Partnerships 4	4.1 More businesses in Plymouth are active in tackling child poverty	<ul style="list-style-type: none"> Raise the profile of Plymouth Children in Poverty (PCiP) activity in the city through traditional and social media channels. 	<ul style="list-style-type: none"> Increase the number of children reached and supported through PCiP.
	4.2 Establish links to other partners to embed child poverty e.g. Growth Board	<ul style="list-style-type: none"> Deliver a series of presentations to appropriate boards and panels regarding child poverty. 	<ul style="list-style-type: none"> Delivery of six child poverty presentations/workshops annually to key partners across in the city.