

Poole

Child Poverty Strategy

Reducing the Impact of Child Poverty in Poole 2011 to 2014

Developed by the Poverty sub Group of Poole Partnership and Poole Children's Trust

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Poole Child Poverty Strategy, April 2011 – 2014

Vision for children and young people in Poole

The effects of poverty on children and young people in Poole will be minimised and where possible, neutralised.

Mission

Children and young people who live in poverty will be supported to maximise their life chances and to achieve their potential, through a programme of individual, family and community level action.

Aim

The aim of Poole Child Poverty Strategy is to reduce the effects of child poverty in targeted areas and among targeted vulnerable groups.

Statutory basis

The Child Poverty Act 2010 places a duty on local authorities to:

- Cooperate with partners to tackle child poverty in their locality
- Carry out an assessment of the needs of children living in poverty in its area – a “local child poverty needs assessment”
- Develop a joint local child poverty strategy

Local authorities and their local partners are also required to have regard to the joint child poverty strategy in the exercise of their duties.

What is Child Poverty?

The most common definition of child poverty is:

‘Children living in a household where the income level is below 60% of the median income.’

More detailed definitions are attached in the Child Poverty Needs Assessment.

Why is Child Poverty an important Issue

There is now strong evidence that growing up in poverty can influence every area of a child’s development – social, educational, physical and personal. As adults children who have grown up in poverty are more likely to have ill health, including mental health problems, to be unemployed or homeless, to misuse drugs or alcohol, to be involved in offending and involved in abusive relationships. Living in poverty can also reduce a child’s aspirations and expectations of their own lives. This leads in turn to an intergenerational cycle where poverty is repeated.

However, there are interventions that can and do help to lift children and families out of poverty. These interventions are critical success factors to improving the life chances of current and future generations. Many of them make a much greater difference in the lives of disadvantaged children than to their peers. What we do and how we do it does make a difference. The following table sets out some of the key activities and approaches that have been shown to be effective.

What works in lifting children and families out of poverty

1 Intervening when children are young

- Early years work, e.g. getting children into ‘excellent’ or ‘good’ rated pre-school
- Interventions to develop literacy and language skills i.e. identifying and targeting work on speech, language and communication needs
- Intervention on early years language delay

2 Early and targeted intervention when an issue is identified

- Early intervention in all programmes, at all ages
- Targeting for effectiveness and cost effectiveness e.g. on geographical areas, identified groups, a defined single or broader set of needs

3 Involving and engaging with parents

- Parental engagement in improving their children’s life chances

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- Investment in workforce skills to work directly with disadvantaged parents and families
- Enabling parents to access and participate in employment that pays a decent wage

4 Improving what we provide

- CAF used as **the** standard tool for assessments and agreeing process for interagency work to meet identified needs
- Real, effective partnership work
- **Good** outreach work to engage disengaged families
- Peer support / mentoring from within the community, alongside professionals
- Evidence based parenting programmes
- **Good** quality school education

5 Improving how we do things

- Strategic service planning, e.g. clear purpose, alignment of intervention programmes to whole system change, use of evidence-based needs analysis and baseline data to enable evaluation of impact
- Planned workforce development, e.g. to ensure all children's workforce has adequate training on language development, engaging and working with parents, value and use of data
- Clear analysis of local needs (including feedback from children, families, practitioners)
- Intelligent data use – rigorous monitoring of progress of individual children and young people, quick intervention, thorough evaluation of its impact
- Comprehensive database to inform planning and delivery, baseline to enable tracking of intervention and its impact on outcomes

Child poverty in Poole

This strategy is informed by the Child Poverty Needs Assessment which identifies issues of child poverty in Poole. Poole is generally an affluent area where residents can expect outcomes above national averages. However, the following exceptions apply.

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- Child poverty in Poole is exacerbated by two factors. Poole has a relatively low wage economy, partly due to the above average employment in the industrial sector. Poole's household income is 96% of the GB national average. Additionally Poole has housing costs which are 25% higher than the national average.
- Child Poverty in Poole is concentrated in specific neighbourhoods. In two areas in Poole, over 40% of the children there live in poverty; in a further six areas more than a third of children live in poverty.
- The number of children in Poole living in poverty is increasing as the effects of the recession start to impact. The number of children in households claiming Housing Benefit has increased by 30% since 2008.
- The Child Poverty Needs Assessment maps the neighbourhoods with the highest levels of child poverty against those neighbourhoods where children have the highest risk factors for vulnerability and the poorest outcomes. There is a clear correlation between these areas. This indicates that Child Poverty is a significant factor to be considered when trying to improve outcomes for children and young people in Poole.

Views of young people and parents

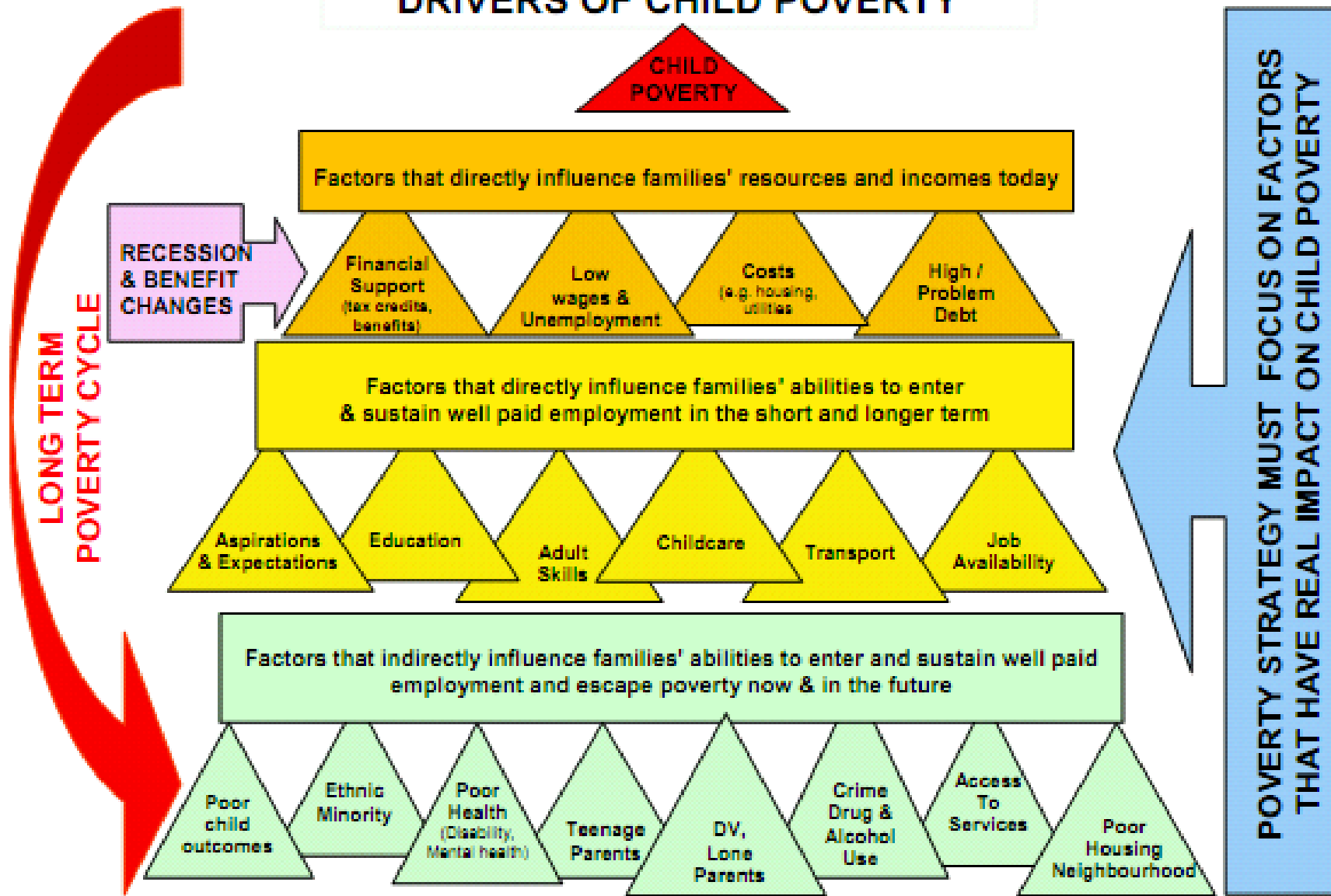
When asked what worried them most about their life and future over a third of young people living in the most disadvantaged areas of Poole raised concerns about finding a job and the lack of jobs; their second largest concern was money problems.

The spring 2010 Poole Opinion Panel asked parents to pick 5 priorities for improving outcomes for children. Over a third of parents living in the most deprived areas felt that tackling poverty was a priority. Only 11% of parents in the least deprived areas of Poole thought this was a priority.

Drivers of Child Poverty

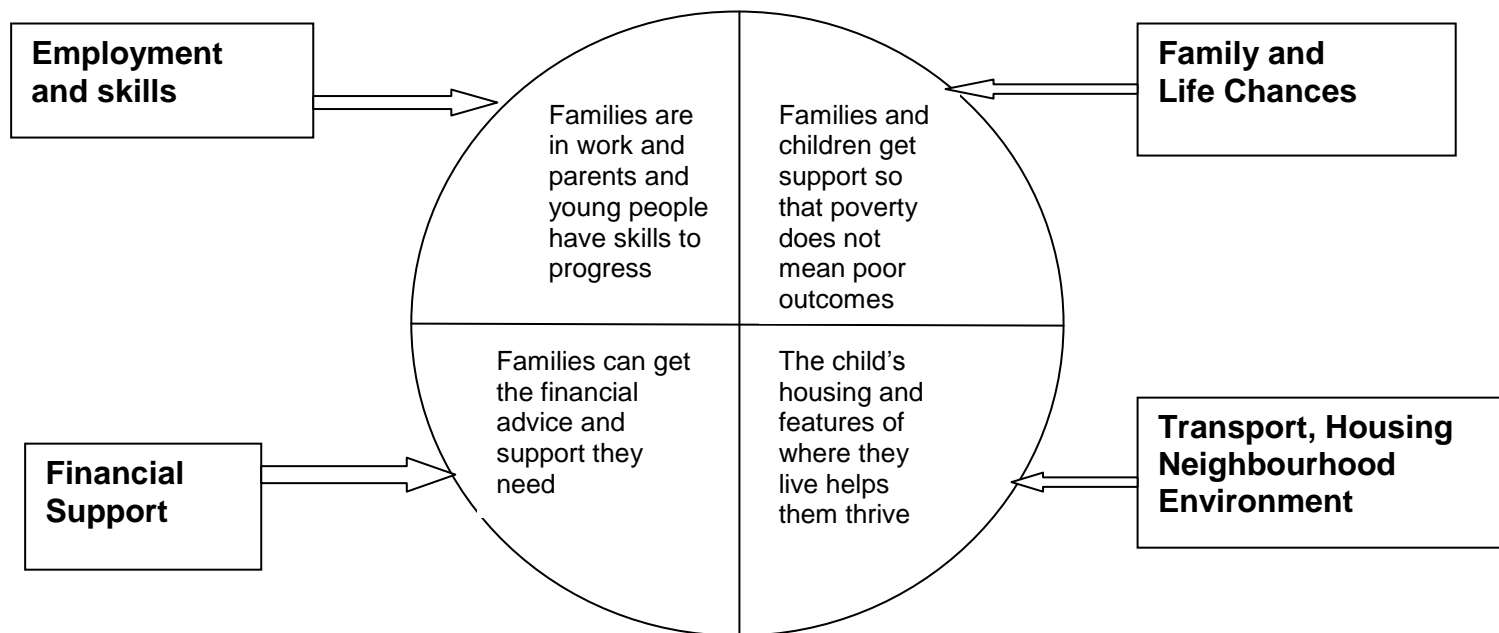
Child poverty can only be addressed in Poole through multi-agency action as the drivers which create child poverty are complex as illustrated by this diagram;

DRIVERS OF CHILD POVERTY



The Child Poverty Strategy Building Blocks

The Child Poverty Unit has suggested using four 'Building Blocks' to consider action in reducing child poverty, These have been adapted slightly for this Strategy.



These 'Building Blocks' for action must be focused on these families who are most at risk of being adversely affected by poverty.

Families who are at Risk of Poverty

The Child Poverty Needs Assessment identifies the neighbourhoods in Poole where families are experiencing Child Poverty but also areas where there are emerging issues.

The areas in Poole with the highest levels of Child Poverty are;

Area	% of children in poverty
Bourne Estate	47%
Turlin Moor South	40%
Turlin Moor North	37%
Poole Road North	37%
Parts of Poole Town Centre	36%
North West Alderney	35%
Newtown North	35%
Shapwick Road development area	35%

In addition there are some areas of Poole where there are the greatest increases in children living in households on Housing Benefit which do not have high levels of child poverty at the moment, but may deteriorate as the recession continues.

This Strategy will ensure, where possible, actions are targeted at those areas where families are most at risk.

The families whose children are most at risk of poverty in Poole are:

- Non-working families
- Lone parent families
- Families affected by illness or disability
- Teenage parents
- Families with younger age children
- Families with multiple disadvantages

Partners in addressing issues of child poverty.

The main influences on a child's life are their parents and their immediate family. No strategy to address child poverty will succeed without ensuring that parents and families are at the centre of planned actions, involved in delivery, consulted with and engaged to bring their own solutions to ameliorating the effects of child poverty.

Beyond the family, the local neighbourhood, local agency networks and local organisations all have a role to play, as well as that played by the local council and other statutory agencies.

In terms of a child's aspiration and achievements, their early years experiences and the quality of their school life is crucial to breaking the cycle of poverty.

Key Outcomes

- Maximise household income in families with dependent children who are eligible for Housing Benefit in targeted areas
- Increase opportunities for children in households on low income and in vulnerable groups
- Improve the life chances of 0-5 year olds in targeted areas and vulnerable groups
- Increase educational attainment for children and young people in targeted areas
- Support workless young people in target areas to achieve employment / accredited progress towards employment
- Support parents to access parenting support, training, child care and employment in targeted areas

This Child Poverty Strategy is supported by a number of other plans and strategies. The actions which support this strategy are summarised below.

Action Plan

FAMILY AND LIFE CHANCES

Highlighted actions are those that we know help children and families out of poverty

Action	Detail	Delivered by	Outcome measure
Getting children into 'excellent' or 'good' rated pre-school provision	Family Information Service provides brokerage and advice to get children into most suitable service	0-5 Team, BoP	Increase % of children in targeted areas in excellent or good rated child care provision
	LA supports settings towards being 'good / outstanding'	“ “	Increase quantity of provision that receives 'Outstanding' or 'Good' rating from Ofsted, in targeted areas
	Increase take up of 3 & 4 year old funding	“ “	Increased take up of free entitlement for 3 and 4 year olds in targeted areas to 85%
	Project with Dorset REC on BME take up	Children centres	Improved Early Years Foundation Stage profile scores in targeted areas
	Children's Centre teams support early years settings, especially those needing extra support	ELCs	“ “ “
	Early Learning Consultants focus on support to settings on learning aspect of the role	0-5 Team, BoP	Increased places for 2 year olds in targeted areas
Provide free childcare places for 2 year olds in the most disadvantaged areas	“ “	Increased % of families using the 3 and 4 year old free entitlement, in targeted areas	
Maintain sufficient childcare for every child to access their free			

Action	Detail	Delivered by	Outcome measure
	entitlement		
Ensure children have good speech and language skills	Children’s centres ‘Every child a talker’ programme Two to talk programme Speech and language therapy link to children’s centre Health visitors identify children at risk of delayed language at Year 2 check ELC Support to child care settings on language and learning	Children’s Centres SALT Health Visitors ELC	Improving Communication Language and Literacy development on entry to Reception at school in targeted areas
Increase parenting capacity and parenting confidence	Children’s centres engage with parents and deliver support and identify parents requiring additional help. Health visitors identify risk factors and signpost to services HV also offer specific advice and support (relationships and mental health issues) Parents have supported access to evidence based parenting support groups Family Outreach Workers, outreach 121 & with groups of parents Children’s Centres ‘Stay & Play’; ante-natal classes	Children’s centres Health Visitors Commissioned parenting support programmes	Reach from Children’s Centres to vulnerable parents Parents from targeted areas accessing parenting programme and reporting improved outcomes

Action	Detail	Delivered by	Outcome measure
	Support parents of children at risk of specific problems (including conduct disorder) to access evidence based parenting programmes in line with TA 102	Joint commissioning by PCT and BoP	Increased SDQ and ECBI scores of children whose parents are in the programmes
Increase rates of breastfeeding	Midwives, Health visitors other children's centre staff and Breast feeding buddies identify and support vulnerable women while pregnant and post birth More environments to be breast friendly	Children's Centres Midwives Health visitors Breast Feeding buddies	Increase rates of breastfeeding in targeted areas
Increase parental engagement from vulnerable groups	Children's centres engage with parents and deliver support and identify parents requiring additional help. Family Outreach Workers engage with vulnerable families FIS provides targeted advice and guidance	Children's Centres	Increase parental engagement with services in targeted areas
Comprehensive Information on effectiveness	Use children's centre and targeted team and schools data to ensure access and engagement with services is tracked and monitored and outcomes realised	LA data team Early years data	Effectiveness of interventions is monitored and tracked Outcomes are monitored
Early intervention with specific	Portage and short break	Portage	Improved outcomes in targeted

Action	Detail	Delivered by	Outcome measure
vulnerable children, young people and families	services for disabled children Teenage pregnancy early referral system Access to counselling and advice and guidance (Connexions, Quay Advice centre) Sexual health service Health Visitors target interventions at identified at risk families and marginalised groups e.g. gypsy / travellers	Short break Aiming High Connexions Open access service Sexual health service Health Visitors	groups
Targeted intervention with the most vulnerable families and young people	Family Intervention Project Targeted 5-19 yrs team Targeted under 5's (family support workers) Tier 2 CAMHS Health Visitors provide group work , promoting skills in under 3s from vulnerable families Increase number of Health Visitors in target areas, ensure caseloads in disadvantaged areas are manageable Improve access to the Family Nurse Partnership programme Establish Healthy Child Check at age 2 – 2.5, using the life	FIP Targeted Team Under 5's team CAMHS tier 2 Health Visitors PCT (working with GP consortia) PCT (working with Health Visitors) PCT (working with Health	Specific outcome measures by each service Health Visitors spend increased time working with most disadvantaged families, including assessments of progress and life chances at age 2 Increase in vulnerable first time young mothers accessing a place on the programme Identify and offer targeted

Action	Detail	Delivered by	Outcome measure
	chances indicators, to identify children falling behind, for targeted support, in target areas	Visitors, GPs, Children's Centres)	support to children at risk of not being school ready by age 4 / 5
Targeted services through schools	<p>Schools use of pupil premium to support disadvantaged children access educational attainment</p> <p>Reduce gap in SEN / non-SEN achievement of L4 English and maths to be in line with national average</p> <p>Reduce gap in both SEN and non-SEN KS2 pupils making at least 2 levels of progress from KS1, in line with national average</p>	<p>Schools</p> <p>Schools</p> <p>Schools</p>	<p>Improved outcomes for children from targeted areas.</p> <p>“ “ “</p> <p>“ “ “</p>
Parental and family community engagement in targeted area	Bourne Valley Neighbourhood Project engage with local people to improve family chances in Bourne Valley Area Health Visitor service to Yarrow Close and Traveller community, promoting early learning	<p>Bourne Valley Neighbourhood manager</p> <p>Health Visitors</p>	Increase attainment of young people from Bourne Valley Estate
Set and meet robust Early Years targets, reduce inequalities, close the gap	Set and achieve an annual percentage reduction target between the lowest performing	Early Years workforce, nurseries, child minders, BoP, schools, parenting support	Early Years Foundation Stage Profile scores showing improved outcomes for lowest

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Action	Detail	Delivered by	Outcome measure
between the most disadvantaged children in Poole and their peers	20% of children and their peers	service	20% and narrowing of gap
Improve data and recording	Establish recording and tracking of life chances indicators locally	PCT – Health Visitors (linking to primary care records)	Improvement of life chances indicators for children in target areas

EMPLOYMENT AND SKILLS

Action	Detail	Delivered by	Outcome Measure
Reduce numbers of young people from vulnerable groups who are not in Employment, Education or Training (NEET)	Targeted interventions provided by Connexions to target young people at risk of becoming NEET	Connexions	% NEETs in vulnerable groups
Increase access to employment by young people	Employ-Ability Mentoring, for NEETs or YP at risk of. 4 secondary schools in Poole structured lessons towards employability & a trained mentor from business sector. 'Careers College' YP can access 2 hour session on 'How to be a ...' for about 60 different jobs. Job training Quay Foyer. Advice and access to training providers for skills deficits.	BoP BoP Raglan Housing	Track young people's outcomes from mentoring scheme % in employment or training
Increase links between Schools and Business	Dorset Business Awards encourage businesses to be active in schools		
Increase parents skills	Family learning programmes for families at risk and parents below level 2 qualifications	Poole Adult Learning	Numbers of parents trained from low income families
Advice to parents	Children's centres and FIS signpost to child care and encourage parents to access FE when child is 3 yrs.	Children's Centres Job Centre Plus	
Ensure most vulnerable young	EWO		

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people remain engaged in education	Quay School Schools		
Support parents' return to work	Maintain sufficient childcare provision to meet the needs of families returning to employment	0-5 Team, BoP	Increased number of families accessing childcare who return to work in targeted areas
Support disadvantaged communities to find work	Requirement for contractors to advertise apprenticeships locally to PHP tenants	PHP	Increased employment rate in target areas

FINANCIAL SUPPORT

Action	Detail	Delivered by	Outcome measure
Ensure parents maximise their income	<p>Advise parents job seeking on tax credits and benefits</p> <p>Promote in work benefits</p> <p>Provide advice on income maximisation, debt advice, intervention with landlords</p> <p>Increase take up of benefits / credits / subsidies for access to childcare</p> <p>Increase the number of childcare places on the Voluntary Childcare Register, for school age children (Using registered provider gives rise to potential eligibility for help with childcare costs for working families)</p>	<p>Job Centre Plus</p> <p>Job centre Plus</p> <p>Citizens Advice Bureaux</p> <p>FIS (BoP)</p> <p>0-5 Team, BoP</p>	<p>Take up rates in targeted areas (ref. Childcare Sufficiency Assessment)</p> <p>Increased provision on the Voluntary Childcare Register in targeted areas To be (followed by increased use target)</p>
Support young people from disadvantaged backgrounds to access education and training	Provide discretionary funding based on Job Seekers Allowance	CYP IS	
Help families to meet the costs of their housing	Debt advice and budgeting advice and signposting to other support eg food bank	Housing advice and resettlement service	

	<p>Access for families to Dorset Energy Advice Centre re fuel poverty initiatives</p> <p>Private sector renewal grants</p>	Private Sector Team	
Identify families at risk of financial difficulties	Train staff to identify financial problems as part of CAF.		
Develop and implement a cohesive financial inclusion strategy in targeted areas	<p>PHP's strategy includes: Early intervention on income maximisation, eviction minimisation; debt counselling service; financial capability / budgeting training; fuel poverty advice & training community representatives on fitting energy monitors; giving out fuel efficient equipment (light bulbs, power down devices); Dorset Financial Capability Forum membership to work against exploitative financial practice; active support to credit union; grant income generation to support</p>	PHP	<p>For PHP tenants: Maximise income & energy efficiency; Minimise evictions & debt</p>
Community financial inclusion	Support to Coastal Credit Union	BoP	Access to reasonable rate credit for financially excluded communities

TRANSPORT, HOUSING AND NEIGHBOURHOOD ENVIRONMENT

Action	Detail	Delivered by	Outcome measure
Adapt homes for disabled children	Provide Disabled Adaptation Grants to ensure families have suitable housing environment	CHAD	
Provision of affordable housing for families as part of town centre regeneration	Through town centre regeneration	Planning and Regeneration	For targets see Poole Core Strategy
Improve life chances for children and young people through built environment	Ensure access to green spaces (exercise and play) and encourage cycling and walking in new developments	Planning and Regeneration	
Improve neighbourhood environment in Bourne Valley	Reduce anti social behaviour and increase opportunities for families and young people on Bourne Valley Estate	Bourne Valley Neighbourhood Management Project	
Fuel efficient homes / tackle fuel poverty	Phase in sustainable energy including solar water and space heating, electricity generation	PHP	Reduced fuel poverty
Targeted neighbourhood support to most disadvantaged communities – social and financial inclusion	Support to Bourne Estate e.g. Neighbourhood Management project, Play Rangers, helping residents generate grant income, floating support / generic floating support to vulnerable residents to maintain independent living (benefits, employment, health / mental health, etc.), annual	PHP	Improved community and individual resilience and sustainability Improved individual outcomes as appropriate

	'Respect Fest' and fun days		
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