

Appendix A

Slough's Child Poverty Strategy

[2015 – 2018]

DRAFT

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Foreword

Approximately 8,000 children live in poverty in Slough

Living on a low income affects the daily lives of children and their families. The experience of poverty in childhood can be highly damaging and its consequences can be felt long into adulthood.

We are working closely with our partners to tackle poverty and reduce inequality across Slough. Successful initiatives which have helped disadvantaged families include working with schools to improve educational attainment and with JobCentre Plus (JCP) to help more young people and their parents into employment. However, despite these successes, child poverty levels across the borough remain stubbornly high, with over 8,000 (21%) children growing up in low income families.

This strategy for Slough is ambitious: it sets out what we will do to change this position and ensure that Slough is a place where everyone has the chance to achieve their potential, regardless of their circumstances. It provides a strategic approach for tackling inequality and sets out our ambition to reduce the number of children living in poverty in Slough by 2018.

We recognise the huge challenges we face in delivering this outcome, particularly in light of the government's welfare reform changes and the disproportionate impact that these are having on families with children. Nonetheless, setting this strategic direction is critical.

We want to support parents to ensure that their children are provided with the very best possible start in life. We want to break down those barriers which prevent many children and young people reaching their full potential and we want to mitigate the impacts of poverty through a continuing emphasis on access to key services and support.

And, while we do not hold all of the levers relevant to tackling poverty, we have a responsibility to maximise our efforts where those opportunities do exist, in order to support low income households. Education, health, the economy, housing, transport and the environment are all policy areas which have a significant impact and will help deliver the Slough that we all want.

This strategy reflects how tackling child poverty is a complex issue and one which cannot be solved by a single organisation on its own. We therefore urge everyone in Slough to play an active and innovative part in delivering this strategy; so that together we can deliver a better future for our children and young people.

Cllr Anderson
Chair of SWB

Cllr Mann
Chair of CYPPB

Section 1: About this Strategy

Responsibility for this Child Poverty Strategy lies with Slough Wellbeing Board (SWB). In Slough the Children and Young People's Partnership Board (CYPPB) is taking the lead on child poverty on behalf of the SWB and aims to make child poverty everyone's business.

There are considerable challenges ahead if we are to deliver on our ambition to reduce child poverty across Slough. In order to overcome these challenges, this strategy sets out our vision for what needs to be achieved in relation to a number of key priorities. It recognises the policy levers we have available in Slough and commits us to using these to maximum effect.

A key focus of this strategy is on early intervention and support for children, young people and their families. It identifies the activities required to tackle child poverty locally, with particular focus on reducing inequality, increasing social mobility and improving the life chances of the borough's most vulnerable children and young people.

It also focuses on ensuring that all of our plans and programmes link together to provide a consistent and ongoing approach for our most disadvantaged families, so that we target our resources at those children and young people most at risk of living in poverty effectively.

At a time of reduced funding and limited resources, we will continue to work with partners to ensure that current and future activity targets and supports those most disadvantaged residents across the borough. We will also continue to identify and apply for funding that helps to deliver the priorities identified in this strategy.

This strategy covers children and young people aged 0-19 years (25 years for children with a disability) and their families.

Section 2: Overview

The Child Poverty Act 2010 aims to *"define success in eradicating child poverty and create a framework to monitor progress at a national and local level."* It sets out in legislation:

- **a duty on the Secretary of State to meet four child poverty targets** by 2020/21 (see appendix 2);
- requires the government to **publish a national Child Poverty Strategy**, which must be revised every three years, setting out policies to meet the targets;
- establishes a **Social Mobility and Child Poverty Commission** to provide advice on strategies;
- requires the government to publish **annual progress reports**;
- places **duties on Local Authorities and other "delivery partners"** in England to work together to tackle child poverty, conduct a local needs assessment, produce a child poverty strategy and take child poverty into

account in the production and revision of their Sustainable Community Strategies.

In addition to the Act, the government has also outlined, through its national Child Poverty Strategy, a commitment to creating a fairer and more socially mobile society, by setting out a new approach to tackling child poverty up to 2020. At its heart is the strengthening of families, encouraging responsibility, promoting work, guaranteeing fairness and providing support for the most vulnerable.

What is child poverty?

“People are said to be living in poverty if their income and resources are so inadequate as to preclude them from having a standard of living considered acceptable in the society in which they live. Because of their poverty they may experience multiple dis-advantages through unemployment, low income, poor housing, inadequate health care and barriers to lifelong learning, culture, sport and recreation. They are often excluded and marginalised from participating in activities (economic, social and cultural) that are the norm for other people and their access to fundamental rights may be restricted.”¹

Poverty can be defined and measured in various ways. The Child Poverty Act 2010 outlines several different measures of poverty (which are summarised in appendix 1).

The most commonly used proxy measure at a local level is the proportion of children living in families in receipt of out of work benefits or in receipt of tax credits where their reported income is less than 60 per cent of median income, equivalised by household type (i.e. relative poverty).

In order to calculate this, a household’s income, adjusted for family size, is compared to median income (the median is the “middle” income: half of people have more than the median and half have less). **Those with less than 60 per cent of median income are classified as poor.**

Using this definition, a family with two adults and two children under 13 **after** housing costs (AHC) have been deducted need to have £317 a week to be above the poverty line². Many families living on a low income have only about £12 per person a day to live on. From this a family needs to cover:

- all of their **day to day expenditure**, including necessities such as food and transport
- **all household bills** such as electricity, gas and water, telephone bills and TV licences
- any **childcare costs**
- **occasional items** such as new shoes and clothes activities for children and replacing broken household items such as washing machines and kitchen equipment

¹ Joint Report on Social Inclusion 2004

² Barnado’s definition of child poverty

In 2011, average weekly spending for:

- coupled families with children was £658, which is equivalent to £173 per person
- Coupled families with an income in the lowest 20 per cent spent just £289 each week, which is equivalent to £80 per person.

That's less than half what an average coupled family spends.

There are also big differences in crucial items of spending, such as health and transport:

- The poorest fifth of coupled families spent about £51 per week on food in 2010, compared to an average of £75 for all couple families.
- There were even bigger differences in spending on transport, where the poorest families spent £30 per week, compared to £92 on average for all families³.

For many children living in Slough this can mean growing up in a household where their standard of living is well below what is considered acceptable by most people in Britain today.

Living in these conditions can impact on a child's educational attainment, health and safety and could, if left unchecked, result in many of them suffering from an inequality of opportunity, hardship, deprivation and exclusion.

It should also be noted that low income is just one indicator of poverty. A fuller picture looks at all of a family's resources, not simply their income. This can include access to decent housing, community amenities and social networks, and assets, i.e. what people own. Somebody who lacks these resources can also be said to be living in poverty in a wider sense. There is also no one factor controlling child poverty nor one factor resulting from it – the relationships are far more complex.

Different communities are also likely to have different needs depending on extent and concentration of child poverty – which means that any effective approach to tackling child poverty locally must involve a collation of co-ordinated services working together to tackle the multiple causes of child poverty.

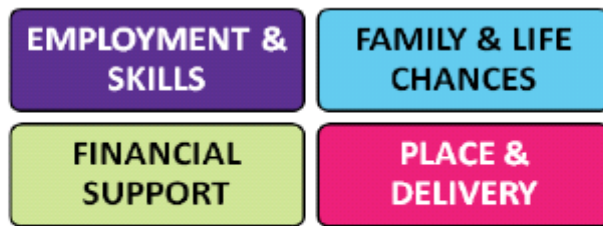
Children living in poverty in Slough

A local **Child Poverty Needs Assessment** was carried out in liaison with statutory partners and service areas during the spring and summer of 2014. It:

- Co-ordinates information from existing Needs Assessments and other data sources related to child poverty;
- Collates and analyses quantitative and qualitative data and local intelligence to build a detailed and accurate picture of child poverty locally;

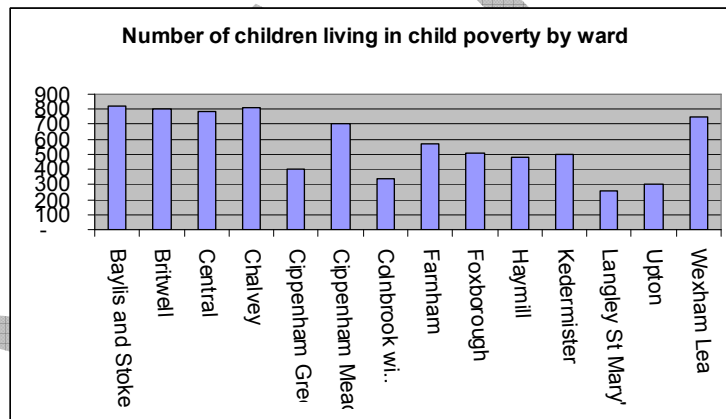
³ www.barnardos.org.uk/what_we_do/our_work/child_poverty/child_poverty_what_is_poverty.htm

- Presents a 'partnership' view of what child poverty looks like in Slough, using the four 'Building Blocks of Child Poverty' specified in the Child Poverty Act 2010, which are:



General findings

- Using the **relative poverty** proxy measure described in the last section, latest government statistics show that 21% of the borough's children aged 0-19 are living in poverty (in February 2014), compared to 20% nationally.
- This equates to **8,035** children in Slough: 7,075 of whom were under the age of 16⁴.
- The following graph shows the **number of children** living in poverty by ward⁵.



Source: hmrc.gov.uk

- This chart shows that the wards with the **highest number of children** living in poverty were Chalvey (815 children), Baylis and Stoke (815 children), Britwell (805 children) and Central (780 children).
- The demographics of Slough are changing: Between 2001 and 2011 Slough's population increased by 16% to 140,205. This was the 11th highest increase across England and Wales, where the average population rise was just 7%. In one ward alone (Chalvey) the population almost doubled from 7,412 settled residents in 2001 to 12,717 in 2011. By mid 2013 the borough's total population had grown to 143,024 residents.⁶

⁴ Health Profile 2014: Slough Unitary Authority (Public Health England)

⁵ All of the ward figures used throughout this Strategy are based on the old ward structure of 14 wards – which was abolished in 2012 and replaced with a new structure comprising 15 wards. The data used throughout this Strategy and the accompanying Needs Assessment are based on the old ward structure unless specified otherwise.

⁶ <http://www.ons.gov.uk/ons/taxonomy/index.html?nscl=Population+Estimates>

- Slough's relative deprivation status⁷ has increased in recent years: in 2010 the borough was ranked 93rd most deprived nationally out of 325 unitary and district authorities compared to 115th in 2007.
- While deprivation locally is not on the scale seen in inner city areas, it is much higher than that experienced by our more affluent close geographic neighbours.
- There are also large disparities (in deprivation) between wards within the borough: whilst child poverty is more prevalent in the wards of Britwell, Chalvey, Baylis and Stoke and Central, there are pockets of deprivation across the whole borough, including in those wards that are generally considered to be more affluent.
- More than two thirds of the children living in poverty are part of a lone parent family⁸: the majority of these families live in the wards of Britwell, Chalvey, Haymill and Cippenham Meadows.
- There is a strong link between access to good quality employment and child poverty (whether this is through unemployment or low wages) and a clear gap between the skills of local people and the jobs available in the local area. This places some residents at a considerable disadvantage and has real implications in terms of levels of economic activity and worklessness locally.
- Closing the gap (i.e. improving the progress of and outcomes for children and young people who are most at risk of under achievement) also needs to be a strong and recurring theme that runs throughout all of the work undertaken to improve children and young people's life chances.
- Intergenerational poverty is also a strong feature of some wards and communities: disrupting this will be difficult but represents the most cost effective, sustainable and effective means of tackling child poverty in Slough.
- Poverty can have a direct impact on the protective factors that help keep children and young people safe and as a result our approach to tackling this issue will need to reduce children and young people's vulnerability to neglect, exploitation and a range of other factors that can compromise their health and wellbeing.
- Living in poverty also reduces the options available to families and restricts their life chances – services must therefore work together to help families achieve their goals without creating future dependencies.
- Child poverty and life chances cannot be viewed in isolation from the wider family - the importance of the family must be fully reflected in our approach to dealing with this issue.

At risk groups

- The Needs Assessment identified the following 'at risk' groups in Slough:

⁷ The Indices provide a measure of relative deprivation, i.e. they measure the position of areas against each other. All small areas in England can be ranked according to their Index of Multiple Deprivation score; this allows us to identify the most and least deprived areas in England and to compare whether one area is more deprived than another. An area has a higher deprivation score than another one if the proportion of people living there who are classed as deprived is higher.

⁸ HMRC Child Poverty Statistics 2010, published October 2012

- Large families
 - Lone parent families
 - Low income households
 - In work families
 - Workless households
 - Families living in temporary accommodation
 - Families living in non decent accommodation
 - Households with disabled parents or children
 - Vulnerable children taking on adult roles (carers)
 - Some (BME/BAME) groups
 - Refugees and asylum seekers
- The evidence shows that these groups have a much greater likelihood of being in poverty and could face a combination of challenges across a number of building blocks, therefore increasing the likelihood of their experiencing poverty.
 - As a consequence, these groups will receive particular focus (and further analysis) in the action plan that is being developed to support the delivery of this Strategy.
 - In order to tackle child poverty some of our activities will therefore need to target those wards with a high concentration of poverty - although our activities will be scalable across the wider borough.
 - By developing a broad approach, this strategy should lead to an overall reduction in child poverty and provide support for individuals wherever they live in the borough.

Section 3: Acknowledging the challenge

Tackling child poverty has been important for Slough and we have been working at a partnership, departmental and service level, to tackle the many drivers that contribute to it since 2008:

- The need to tackle child poverty was first highlighted in Slough's Sustainable Community Strategy 2008 – 2028.
- A number of the priorities in Slough's Joint Wellbeing Strategy (2013 – 2016) are helping to deliver against the borough's child poverty agenda:
 - Economy and skills - Improving the educational attainment of our children and young people and developing a strong, competitive and sustainable business sector, supported by a local workforce who have the skills to meet local businesses' changing needs, will increase local families incomes and help grow and maintain the borough's prosperity and local economy.
 - Health - Reducing inequalities and improving the health and wellbeing of our children and young people (and their families and carers) will help them live more positive, active and resilient lives.
 - Regeneration and the environment - Improving the physical fabric of the borough and its leisure and recreational facilities (including parks and open spaces) to create an attractive environment for our children and young people (and their families) will help improve their health and wellbeing.
 - Housing - Developing a strong, attractive and balanced housing market which includes a range of housing options will help reduce the risk of homelessness.

- Safer communities - Reducing crime, the fear of crime and anti social behaviour and safeguarding and supporting our most vulnerable children and young people will help keep them safe, feel safe and make Slough a place where people want to live, work and visit.
- Child poverty is identified within the borough's Joint Strategic Needs Assessment (JSNA) for 2013/14.
- Reducing inequality, supporting the most vulnerable and enabling people to help themselves are threads that run through each of the challenges and opportunities identified in the council's Five Year Plan (2015 – 2019). This strategy will support delivery against each of the following Five Year Plan outcomes:
 - 1 - Slough will be the premier location in the south east for businesses of all sizes to locate, start, grow and stay.
 - 2 - There will be more homes in the borough, with quality improving across all tenures to support our ambitions for Slough.
 - 4 - Slough will be one of the safest places in the Thames Valley.
 - 5 - Children and young people will be healthy, resilient and have positive life chances.
 - 6 - More people take responsibility and manage their own health care and support needs.
- Slough's Children and Young People's Plan "*Getting it Right for children*" (2015 - 2016) sets out the vision and priorities for improving the outcomes for our children and young people. Reducing child poverty and its impacts is a key outcome.
- Slough's Local Safeguarding Children Board's (SLSCB) Business Plan sets out how it is working with the CYPPB to safeguard and support the borough's most vulnerable children and young people so that they are safe and feel safe.
- Slough's Public Health Strategy (2013 – 20-16) sets out a range of preventative health measures (many of which are also reflected in this strategy), under the themes of starting well, developing well, living well and aging well. This strategy will help support the delivery of the following objectives in the Health Strategy:
 - Promoting the importance of healthy eating and increased physical activity throughout life
 - Increasing the early identification, management and prevention of obesity
 - Improving the emotional and physical health of children from 0 – 19
 - Reducing drug and alcohol misuse and their impact on domestic abuse and violent crime
- Slough's Clinical Commissioning Group's (CCG) Five Year Plan is aimed at improving the health of the borough's population by working with the council's Public health team to empower local people and our communities to take responsibility for improving their own health and wellbeing.
- This strategy is also informed by a number of other plans and strategies, such as Slough's Economic Development Strategic Plan for Growth, Housing Strategy, Safer Slough Assessment, Climate Change Strategy, Community Cohesion Strategy and Leisure Strategy.

- We will continue to build on our existing strong partnership working to embed this issue in our mainstream work and when collaborating across services.

Section 4: Slough's overarching priorities

We know there are considerable challenges ahead if we are to deliver on our ambition to reduce child poverty across the borough.

In order to overcome these challenges we will focus our activities and resources on delivering each of the following overarching priorities:

Building block	Employment and skills	Family and life chances	Financial support	Place and delivery
Priority	Improve access to employment and skills	Support children and young people to lead healthier life styles Raise the aspirations of the next generation	Maximise family incomes	Slough's environment supports children and young people to thrive

Why tackling these priorities make sense

Families will be better off:

- More children will enjoy and achieve
- Increased health and wellbeing
- More inclusion and opportunity
- Less stress, debt and difficulty
- Able to make a positive contribution
- Better long term outcomes

Communities will be better off:

- Less deprivation and disadvantage
- More spending in the community
- Increased investment in the local economy

Local services will benefit:

- Reduced need for services leading to savings⁹

How we will deliver these priorities

- By supporting the most vulnerable.
- By considering the needs of children, young people and their families in everything that we do.
- By working with local people to help them to do more for themselves.
- By working with a range of partners in the public, private, voluntary and business sector.

⁹ Child poverty – Making A Difference, June 2011, Child Poverty Unit, HM Government

How this strategy will be used

- To focus on the delivery of the priorities identified in this strategy by prioritising activities and resources.
- To manage the increasing demand for many of our services from Slough's rapidly growing population.
- As a basis on which to have discussions with partners about the services they provide and the contribution they make to the delivery of this Strategy.
- To agree a broad basket of indicators (including performance measures), to monitor and evaluate the delivery of each action identified.
- To monitor, and where necessary, respond to the impact that national changes are having on local public services and people's lives; and which (at the time of writing) are creating some uncertainty and shifting baselines.

In the next section we set out some of the key actions that will be undertaken (and by whom) to deliver each of the priorities identified in this strategy. Details of some of the actions that are already underway are summarised in appendix 1.

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Section 5: Child poverty priorities

EMPLOYMENT & SKILLS

Priority 1 - Improve access to employment and skills (for young people and their parents) so more people are in work that pays and have the support they need to progress

What this covers:

- This priority covers the provision of information, advice and assistance to young people and families, to tackle worklessness and promote parental employment by addressing barriers to work (such as ill health and disability, lack of skills and labour market experience, lack of childcare and flexible working arrangements). It also provides a focus on in-work poverty.
- The term worklessness includes:
 - Those that are economically active but unemployed i.e. those claiming Jobseekers Allowance; and
 - Those who are economically inactive but want to work. There is evidence to suggest that a significant proportion of Slough's economically inactive population would like to work if they had the right opportunity, incentive or path back to employment. This could include lone parents and/or people claiming incapacity or other health/income related benefits.
- This priority also provides a focus on business development and support to attract businesses to the area and create sustainable jobs which help raise household incomes above the poverty threshold.

Why this matters:

- Research shows that individuals with higher qualifications are more likely to be employed than those with lower qualifications, and once in work they earn more on average than similar individuals with lower-level skills.
- Skills and learning issues cut across all generations in Slough and impact on an individual's ability take advantage of local employment opportunities: there are young people who are not in education and training and graduates who are unemployed. Many of our residents do not have the skills required by local employers. Some young people are choosing not to take the higher education route but still need quality employment. Some older residents have retraining needs and there are women (many of whom who are living in one parent families) who aspire to enter the labour market but face barriers around affordable childcare and/or flexible working hours. Many residents also have low aspirations and/or need language support and help with basic literacy, numeracy and IT skills.
- The underlying causes as to why so many of the borough's young people (aged 18 – 24) and older adults (aged 50+) are out of work are complex and issues differ for those who are long term unemployed compared to those who have recently lost their job.
- Unemployment of the working age population has also risen in recent years and studies show that the proportion of children living in poverty in

working families has also risen due to some employers avoiding redundancies through a reduction in hours/pay rates.

- Improving resident's skills, tackling worklessness and low pay will help to reduce poverty and decrease public expenditure on welfare spending and tax credits, with indirect savings in other public service areas, including healthcare, crime and social services. People moving into work also generate additional output, and by moving into better jobs they help raise productivity. Being in work also raises the amount of spend and demand in the local economy, directly benefiting local businesses and creating a 'multiplier' effect¹⁰.

Key outcomes	Key actions - to achieve these outcomes we will ...	Who will contribute to the delivery of these outcomes
<ol style="list-style-type: none"> 1. A competitive and productive local workforce 2. A reduction in the number of young people who are not in education, employment and training (NEET) 3. A reduction in the number of workless (including lone parent) households 4. Maximised access to affordable child care 5. The physical regeneration of the borough to encourage local job creation and economic growth 	<ul style="list-style-type: none"> • Understand employers needs to inform local skills delivery and careers advice • Increase the opportunities available for young people to enter employment (through work experience, traineeships, apprenticeships and direct employment opportunities) • Increase the number of young people who take up further or higher education opportunities • Improve the skill and education level of residents (i.e. basic literacy, numeracy, IT & language (ESOL) skills) <ul style="list-style-type: none"> ○ Maximise the opportunities for employment and training through access to affordable and inclusive good quality childcare ○ Support adults with disabilities into voluntary and paid employment • Encourage inward business investment and establish a business retention function • Extend superfast broadband and improve speeds • Support local businesses to thrive 	<ul style="list-style-type: none"> • Learning and Community Services • Employability and Learning Advice Service • Young People's Service • Families First Programme • Town Centre Team • Planning team • Members of the Strategic Infrastructure Group • Slough Aspire • Elevate Slough (City Deal) • Training providers (including the private and voluntary sector) • JCP • Secondary schools • East Berkshire College • Royal Berkshire Fire and Rescue Service (RBFPS) • Thames Valley Berkshire Local Enterprise Partnership (TVBLEP)

¹⁰ The benefits of tackling worklessness and low pay – Joseph Roundtree Foundation.

FAMILY & LIFE CHANCES

Priority 2 – Support children and young people to lead healthier life styles so that they become healthier parents with healthier children

What this covers:

- This priority recognises that there are significant barriers to some disadvantaged children and young people achieving positive health (physical and mental health) and wellbeing outcomes.
- The aim is to remove these barriers through interventions at key stages and help improve life chances.

Why this matters:

- *“Pregnancy and the first five years of life shape children’s life chances – the associations between cognitive development at age five and later educational outcomes are very strong. During the earliest years, it is primarily parents who shape their children’s outcomes – a healthy pregnancy, good mental health, the way that they parent and whether the home environment is educational.”¹¹*
- *“Inequalities in health arise because of inequalities in society – in the conditions in which people are born, grow, live, work, and age. So close is the link between particular social and economic features of society, and the distribution of health among the population, that the magnitude of health inequalities is a good marker of progress towards creating a fairer society”¹²*
- A number of independent reviews about how to tackle child poverty stress the importance of intervening in the early years of a child’s life and also in intervening early to prevent problems from arising later in childhood and adolescence.
- The home environment is the single most important factor in influencing children outcomes at ages three and five.

Key outcomes	Key actions - to achieve these outcomes we will ...	Who will contribute to the delivery of these outcomes
<ol style="list-style-type: none"> 1. Reduced inequalities 2. More children, young people and families eating healthily and undertaking physical exercise 3. Increased levels of emotional and mental wellbeing 4. More focus on prevention, early intervention and support for families 	<ul style="list-style-type: none"> • Encourage all residents to manage and improve their health • Target those families most at risk of poor health and wellbeing outcomes to become more active, more often • Increase access to and 	<ul style="list-style-type: none"> • Targeted Family Service • Public Health team • Children’s Centres • Health Visitors • Family Nurse Partnership

¹¹ *The Foundation Years: preventing poor children becoming poor adults, The Report of the Independent Review on Poverty and Life Chances, HM Government, December 2010*

¹² *Fair Society, Healthy Lives, the MARMOT Review Executive Summary, February 2011*

<p>5. More young people improve their parenting skills</p> <p>6. A reduction in substance and alcohol misuse across the borough</p>	<p>take up of high quality maternity services, parenting programmes and early year's services (childcare and early years education)</p> <ul style="list-style-type: none"> • Promote the importance of parent attachment, physical and emotional health and cognitive, linguistic and social skills • Improve child oral health • Target areas of high health inequalities and poor rates of participation in physical activity • Deliver the council's Leisure Strategy • Develop preventative approaches to tackle parental drug and alcohol misuse • Improve the early identification and referral of children, young people and parents with mental health issues to appropriate services 	<ul style="list-style-type: none"> • Wellbeing and Community Services • Learning and Community Services • Mental Health Team • DAAT team • Families First Programme • CAMHS • Members of the Care Act Programme Board • Members of the Health PDG • Slough's Clinical Commissioning Group/GPs • RBFRS • Thames Valley Police (TVP) • Leisure providers and sports agencies • Common Point of Entry Local Dental Committee • Home Start Slough
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**FAMILY & LIFE
CHANCES**

Priority 3 - Raise the aspirations of the next generation so that poverty in childhood does not translate into poor experiences and outcomes in adult hood

What this covers:

- This priority recognises that there are significant barriers to some disadvantaged children and young people achieving positive educational and future employment outcomes. The aim is to remove these barriers through interventions at key stages and help reduce intergenerational poverty.

Why this matters:

- *'Research shows that individuals with higher qualifications are more likely to be employed than those with lower qualifications, and once in work they earn more on average than similar individuals with lower-level skills. There is a clear link between poverty and under-attainment throughout the education system'*¹³
- Promoting the benefits of educational attainment to children early can help avoid more costly and damaging problems arising later.

Key outcomes	Key actions - to achieve these outcomes we will ...	Who will contribute to the delivery of these outcomes
<ol style="list-style-type: none"> 1. Children achieve a good level of development at the end of the foundation stage 2. Children and young people enjoy learning so that they are confident about their futures and aspire to achieve their full potential 3. Raised attainment levels for children eligible for Free Schools Meals (FSM) 4. More young people with the knowledge and skills they need to succeed in the work place 	<ul style="list-style-type: none"> • Increase the number of vulnerable children's groups accessing high quality universal services alongside more targeted support from the borough's Children's Centres • Increase the take up of free early childcare/education places amongst the borough's eligible 2 and 3-4 year olds. • Improve the school readiness of all children • Ensure sufficient school age places to meet the needs of Slough's residents 	<ul style="list-style-type: none"> • Children's Centres • Targeted Family Service • Learning and Community Services • Wellbeing and Community Services • Young People's Service • Families First Programme • Members of the School Places Project Board • Members of the CYPB • Schools • Slough Children's Services Trust • Cambridge Education • Elevate Slough (City Deal)

¹³ State of the nation report: poverty, worklessness and dependency in the UK, Department for Work and Pensions, 2010

	<ul style="list-style-type: none"> • Support parents to develop the skills they need (i.e. basic literacy, numeracy, IT and ESOL skills) to support their children's education • Increase registration and take up of Free school meals (FSM) • Increase take up of Pupil Premium (PP) funding • Increase attainment across Key stage 2 and 4 and close the gap between pupils eligible for FSM and their peers • Work with all schools so that all schools are judged to be good or better • Increase the number of young people in (full time, further and higher) education, employment or training • Facilitate a greater number of work experience, traineeships, apprenticeships and direct employment opportunities for our young people • Provide more personalised support for children with SEND (and their families) • Increase the number of families who receive support through the Troubled Families Programme 	<ul style="list-style-type: none"> • Slough Aspire • JCP • RBFRS • Learning to Work
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FINANCIAL SUPPORT

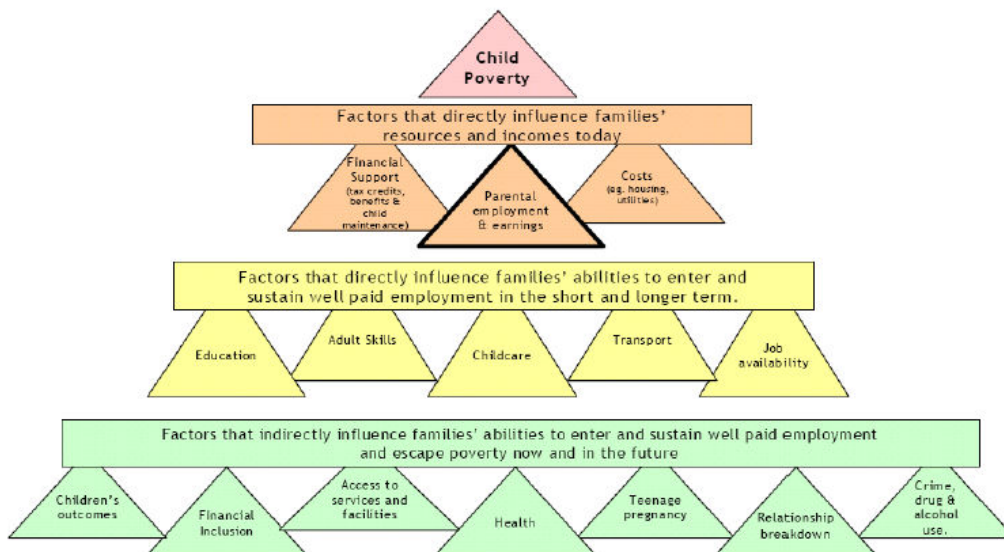
Priority 4 – Maximise family incomes

What this covers:

- This priority covers financial inclusion, debt and capability; the potential for benefits to have a positive impact on child poverty, to increase take up by vulnerable groups and improve work incentives for workless households, in conjunction with voluntary and community sector organisations.

Why this matters:

- The following diagram illustrates the way in which child poverty issues interlink with each other and impact on family finances.



Key outcomes	Key actions - to achieve these outcomes we will ...	Partners who will contribute to the delivery of these outcomes
<ol style="list-style-type: none"> 1. More families claim the benefits that they are entitled too 2. Families improve their financial literacy, money management and household budgeting skills 3. Increased membership of the M for Money Credit Union 4. A reduction in the number of door stop lending/loan sharks operating in the borough 5. A reduction in the number of families referred to foodbanks 	<ul style="list-style-type: none"> • Increase the ability of children and young people to plan and manage their money • Increase residents' awareness and understanding of the Government welfare reforms • Support and enable people to move from benefits into work through increasing financial literacy/money managements skills and raise awareness 	<ul style="list-style-type: none"> • Targeted Family Service • Housing Services • Council Tax Support team • Housing Benefit Team • Tenancy Sustainment Officers • Neighbourhood Benefit officers • Trading Standards • Learning and Community Services • Wellbeing and

	<p>of benefits available for working parents</p> <ul style="list-style-type: none"> • Understand through consultation and intelligence the impact that welfare reforms are having on 16-17 year olds (who are unable to claim benefits) • Ensure provision of quality assured financial services • Increase membership of M for Money Credit Union 	<p>Community Service</p> <ul style="list-style-type: none"> • Libraries Children's Centres • Schools • Cambridge Education • Arvato • Slough Citizen's Advice Bureau (CAB) • Training providers (including the private and voluntary sector) • Slough Foodbank • M for Money Credit Union
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PLACE & DELIVERY

Priority 5 – Slough’s environment supports children and young people to thrive

What this covers:

- This priority focuses on housing (both the built or natural environment), regeneration, transport, crime, communities and the promotion of social inclusion.
- It also includes the physical regeneration of key parts of the borough’s infrastructure.
- Localism and the 'big society' approach are driving this agenda, and services are being encouraged to establish a clearer picture of their role and what the impact of their activities could have on decreasing child poverty.

Why this matters:

- Housing issues such as poor property condition, overcrowding, fuel poverty and housing related debt can all act as contributing factors to child poverty.
- *“Children who live in poverty are almost twice as likely to be in bad housing. Poor housing during childhood has huge financial and social costs across many areas, including health, education and the economy. Children who live in poor housing are almost twice as likely to have poor health as other children and be more unhappy and depressed. Bad housing affects children’s ability to learn at school; children in bad housing are nearly twice as likely to leave school with no GCSEs. Lower educational attainment and health problems associated with poor housing impact on opportunities in adulthood and increase significantly the chances of unemployment and low paid jobs. 50% of young offenders had experienced homelessness.”¹⁴*
- Poor public transport can mean that low income families face reduced choice or difficulties in accessing services, employment and support - or are forced into car ownership (thereby reducing the money they have available to spend on other things).

Key outcomes	Key actions - to achieve these outcomes we will ...	Who will contribute to the delivery of these outcomes
1. More homes across all tenures 2. Quality homes for children and their families 3. More people feel safe 4. An affordable, accessible and sustainable public	<ul style="list-style-type: none"> • Utilise land and resources in and outside the council’s direct control to build new homes across all tenures to meet local need • Identify opportunities for new high quality, family 	<ul style="list-style-type: none"> • Transport team • Planning Services • Housing Services • Learning and Community Services • Wellbeing and Community

¹⁴ Shelter 2009

<p>transport system</p>	<p>and high density residential developments through the Local Plan</p> <ul style="list-style-type: none"> • Use early intervention and a range of housing options to minimise homelessness • Discharge the council's statutory homelessness duty into the private rented sector • Identify areas with the poorest quality housing through private sector stock condition survey • Work with landlords to improve the quality of private rented accommodation • Use established programmes to carry out home improvements • Make best use of the existing council housing stock to meet housing need • Improve the energy efficiency of homes across all tenures • Develop a proportionate, timely multi-agency response to keep children and young people safe • Improve the identification of people who are most at risk from domestic abuse • Develop effective multi agency responses to domestic abuse, anti-social behaviour and retail crime • Deliver the borough's Community Cohesion Strategy • Further develop volunteering and participation in the community • Deliver the Local Transport Plan (LTP3) • Centralise community 	<p>Services</p> <ul style="list-style-type: none"> • Youth Offending Team (YOT) • Members of the Slough Regeneration Partnership • Members of the Local Safeguarding Children's Board (LSCB) • Members of the Safer Slough Partnership • Members of the Climate Change PDG • Private rented sector landlords • Private sector developers • Registered housing providers • Land owners • Energy Companies • TVBLEP • RBFRS • TVP • Schools • Citizen Advice Bureau (CAB) • Shelter
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	facilities in locations that serve the needs of local people	
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Section 6: Child poverty is everyone's business

At the heart of this strategy is the need to increase visibility and ownership of the child poverty agenda amongst our partners and communities. This will require considerable effort and investment over a sustained period of time.

Governance

Reducing child poverty across Slough will require a truly collaborative multi-agency approach and implementing this strategy will involve actions from a number of different partners and agencies including the voluntary and private sectors.

The following governance arrangements have been put in place to oversee delivery of this Strategy:

The SWB will oversee the strategic delivery of this Strategy. It will do this by:

- Showing strategic leadership and ownership of the issue.
- Embedding child poverty across the Board's key strategies and plans and the operating plans of its key partners (where appropriate).

Responsibility for overseeing the delivery of this strategy rests with the CYPFB. Its role is to:

- Raise the profile of child poverty in the borough through effective communication and engagement, thereby ensuring that our approach to tackling child poverty is well publicised, open and transparent.
- Embed child poverty across its (and partner's) strategies and plans.
- Ensure buy in from key partners and stakeholders (including Slough's voluntary and community sector) and local communities to enable the delivery of this strategy.
- Develop approaches to tackling child poverty that draw on the best available evidence and best practise.
- Agree the actions necessary to deliver the aims of this strategy.
- Agree a broad basket of indicators to help monitor the delivery and evaluate the effectiveness of this strategy.
- Provide an annual progress report to the SWB.
- Develop ways to more rigorously identify families in poverty.
- Review this strategy's effectiveness at regular intervals as local needs change and new priorities emerge.

Slough Borough Council also has a statutory responsibility to take child poverty into account whenever it, or its partners, produce strategies and plans. Its role is to:

- Show leadership of this issue, along side the SWB.
- Embed child poverty across its key strategies and plans and the operating plans of its major partners.

- Regularly review and update the Child Poverty Needs Assessment, in line with government requirements, and share these findings with the SWB, the CYPFB and other statutory partners, where appropriate.

Monitoring delivery

A child poverty action plan to support the delivery of this strategy is currently being developed. This plan will set out the detailed delivery plans for each priority, including the performance measures that will be used (and which services and partners will be held accountable) to monitor the effectiveness of this strategy.

This action plan by its very nature will not be able to cover everything that is happening across the borough in relation to our children and young people (and their families), or all of the activities that will take place to achieve the outcomes identified - but it will provide a common framework, a shared sense of purpose and a clear direction for those looking to co-operate when tackling child poverty locally.

It should also be noted that the complexity of the cause and effects of child poverty mean that it is often difficult to directly attribute specific actions to specific impact. Since the Child Poverty Act came into force in 2010, national indicators have been abolished (central government have re-considered data collection and performance indicators, greatly reducing the number of indicators local authorities have to record and measure – there is now a Single Data List of all the data that local authorities are required to submit to central government departments in a given year) and the Public Health Outcomes Framework (PHOF) was published in 2013¹⁵.

Given the still vast array of indicators available, we will identify and compile a list of indicators to provide a useful marker for aiding the identification of areas of need (existing and emerging) and provide evidence of good outcomes.

For example, the fuel poverty indicator from the PHOF can show over time whether there is a growing need to increase support for this issue while indicator 009-00 from the government's single data list (statutory homelessness statistics and information on homelessness prevention and relief¹⁶) can evidence the impact of this strategy's housing related activities.

Equality and Diversity

The whole focus of this strategy is to tackle inequality.

An Equalities Impact Assessment (EIA) is currently underway and any adverse or positive impacts identified from an equalities perspective will be incorporated in to the action plan that is being developed to support the delivery of this strategy.

¹⁵ www.phoutcomes.info/

¹⁶ www.gov.uk/government/uploads/system/uploads/attachment_data/file/412597/Detailed_Single_Data_List_2015_-_2016.xls

This action plan will be a live, working document and as such there will be an opportunity to review progress from an equalities perspective. This demonstrates best practice and ensures that any equality issues identified are embedded and addressed within the various outcomes plans that are developed within the action plan.

Risk Assessment

At the time of writing, the UK is emerging from recession and the government is implementing a major spending reform and is reducing the budget for many public services. It is difficult to know how these changes will impact on the delivery of this strategy.

The government's new welfare reform programme is replacing the current benefit structure with Universal Credit (UC) (which began rolling out in 2013) (see appendix 2 for further details).

These changes are intended to make the transition between the different types of benefits and employment easier. The government also made changes to the way Housing Benefit (HB) is calculated in April 2011. These changes are intended to have a positive effect on poverty - but it will be some time before the real impact can be properly measured and assessed.

Locally, the provision of services is being reviewed by all partner agencies in light of these reforms, policy changes and the publication of the council's Five Year Plan. As a result there is a risk that some of the activities outlined in this strategy will reduce and/or be delivered differently in future.

We will monitor these changes, their impact and any unforeseen consequences that may arise as a result of any changes introduced. Any specific risks that arise to the delivery of this strategy will be considered and escalated to the SWB, where appropriate.

Section 7: Contact Information

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Appendix 1: Current activity in Slough

This strategy builds on a range of activities that are already underway, some of which are highlighted in the Needs Assessment, including:

Employment and Skills

- The council's Learning and Community Service is delivering adult and community learning across the borough, including English language skills (ESOL), basic literacy and numeracy skills, computing, skills for work, personal development and family learning programmes in order to support local people into work and further learning.
- Various agencies are working with the council to raise the basic skill level and language skills of local people so that they can access local higher paid jobs.
- Job Clubs, organised by the Learning and Community Service and private providers are providing practical support in looking for work, including access to the internet and relevant job vacancy sites.
- The council's Employability and Learning Advice Service also provide a range of information, advice and guidance to help local people meet the employability needs of local businesses.
- Slough Aspire, a public private sector led skills and training social enterprise is helping local people develop the right employability skills to meet the needs of Slough businesses.
- Elevate Slough resources are also being targeted at some of the borough's hardest to help groups (i.e. lone parents, economically inactive young people) to help them return to learning, learn a new skill and get into work.
- Aspire business start up is providing business advice, training courses and workshops for local people looking to start their own businesses.
- Weekly skills and employment workshops are also being held in collaboration with the JCP and Slough's Children's Centres to help at risk and hard to reach groups (such as lone parents and some BME/BAME groups) with dependent children to acquire basic employability skills.
- The council, in partnership with Learning to Work, is giving school leavers, students and graduates the opportunity to gain valuable work experience through its work experience placement scheme.
- Elevate Slough (City Deal) (a Cabinet Office funded programme, comprised of local colleges, businesses, training providers and support agencies) is helping 16-24 year olds get their foot onto the career ladder by bringing together the best available advice and support on employment, work experience, volunteering and mentoring in the engaging format of a personalised virtual borough web app.
- Elevate Slough is also delivering a number of construction, retail hospitality (i.e. catering and tourism), IT and care training opportunities to help fast track young people under the age of 25 who are NEET into employment.
- The council, in collaboration with JCP are offering work place experience placement for 16 – 24 year old JCP claimants to prepare them for work.

- Apprenticeship and traineeship opportunities are routinely being built into the council's contractual arrangements with partners and stakeholders
- The council's business administration apprenticeship scheme is also helping young people achieve nationally recognised qualifications and gain valuable work experience.

Family Life Chances

- Home-Start Slough are working with parents with children under 5 to improve their parenting skills, provide access to services in the local community and give their children the very best possible start in life.
- Slough's primary and secondary schools are providing a range of closing the gap initiatives, including in class support, 1:1 and small group support, breakfast clubs, booster sessions during school holidays, after schools clubs and revision and study support sessions and learning mentors to address barriers to learning and boost pupils literacy and numeracy skills. Other initiatives include funding cultural enrichment activities for pupils, such as instrumental music lessons, trips and visits etc and providing internet/computer facilities for use at home and in school.
- The council provides training and support for practitioners (including local organisations and agencies) working with children, young people and their families to enable them to understand the early help process and undertake Early Help Assessments on behalf of their clients.
- Family support workers (from the council's Targeted Family Service) are helping families seek the help they need in a variety of settings (including school settings), when they would not normally be willing to disclose their anxieties to a third party.
- The council's Families First programme is also working to understand and support the complex needs of families suffering from multiple forms of inter-generational deprivation – this programme should help approximately 330 families into work.
- The council is implementing a Sport and Physical Activity Strategy and a Leisure Strategy to increase physical activity across the borough and improve the health and wellbeing of local people.
- The council is working in partnership with Slough School Sports Coordinator, sport and leisure leads, healthy eating leads, Public Health and a number of schools to launch a range of community based initiatives to tackle the growing problem of obesity in Slough. This includes the Berkshire based healthy lifestyle initiative called "Let's get going", which provides targeted weight management programmes for children and families living in areas of high deprivation and health inequalities in Slough.
- RBFRS is working with overweight young people and their families to support them to make sustainable lifestyle changes that will improve their health and fitness: their Firefit programme uses practical, physically demanding fire service related activities and more traditional exercise classes to improve the physical health and psychological wellbeing of those young people who attend.

- Under the RBFRS FireEd programme fire-fighters are being recruited into the role of school fire liaison officers (SFLO) to work with children in the heart of the school environment. The programme aims to raise the general aspirations and attainment of the young people taking part in the programme.
- RBFRS officers are also working intensively as role models and mentors with some of the borough's most vulnerable, socially isolated and hardest to reach students to help keep them engaged in full time education, reduce truancy and exclusion rates, reduce anti social behaviour, reduce risk in the lives of the student population and improve the health and fitness of all those in the school community.
- Young people who may be at risk of getting into trouble at school and /or with the police, or who are not in education, employment or training (NEET) are also being given the opportunity to take part in the RBFRS FireBreak programme, which encourages participants to undertake various practical fire related tasks in order to build their confidence and help them make safer and more positive life choices.
- The council is using funding from Sport England to provide activities for over 14 year olds and women through its Community Sport Activation Fund (CSAF).
- The council's DAAT team are developing a strategic multi-agency approach with partners to help tackle drug and alcohol misuse across the borough.
- Thames Valley Police (TVP) are working with the Police Federation to improve the early identification of people who are most at risk from domestic abuse in the wards of Chalvey and Britwell.
- The YOT is working with young people to tackle an increase in shoplifting across the borough.
- The council has recruited a number of Youth Commissioners to help it engage with children and young people to ensure that the services it provides are redesigned to meet the needs of our young people.

Financial support

- The council is working with the Illegal Money Lending Team and partner agencies to identify illegal lenders and offer specialist advice and support to borrowers.
- The council's Trading Standards team is also raising awareness on this issue with the public and other related issues such as Rogue Traders.
- Slough's foodbank provides 3 days food to those residents that are referred to it.
- A number of partners (including Slough Sure Start, the WEA and Healthwatch Slough's Young Citizen Medallion pilot project) are providing family learning programmes that include financial literacy training and money management and budgeting skills for parents.

Place and Delivery

- The council started to build more than 200 affordable homes for local residents in 2014/15.
- The council's Housing Allocation Policy has been refreshed to ensure that local families, those in employment (but on low incomes) and those

who actively contribute to their community are prioritised for its new housing stock.

- The allocation of newly developed homes is being prioritised to reward council and housing association tenants who have a good track record of sustaining their tenancy and being good neighbours.
- The council's Housing Regulation Team is working with private landlords to address issues with the quality, condition, accessibility and availability of private rented housing across the borough to meet the needs of residents for whom the council owes a duty under homelessness legislation.
- The council's Housing Regulation Team is also working with private landlords to address fuel poverty.
- Mediation services are being offered to private landlords and their tenants to resolve problems and prevent retaliatory evictions.
- The council is also working with private landlords to encourage the use of longer term tenancies to give tenants a sense of stability and encourage more integration and community cohesion.
- The council is working collaboratively with partners to identify the type, style and mix of housing needed to meet local residents' needs particularly when planning new development and regeneration schemes.
- A number of major improvements are being undertaken across the borough as part of the council's Heart of Slough project and the Chalvey, Britwell and Langley regeneration plans - to completely change the look and infrastructure of the borough and help make it a place where people want to live, work, play, learn, shop and invest and where young people can enjoy opportunities to exercise and play to improve their health and well-being.
- The principles of Safe by Design are being used when developing new housing or regeneration schemes to create safe, sustainable communities.
- The council has created a Neighbourhood Services team to tackle problems within the community, regardless of whether the tenant rent or own the property.
- SWB's Place Shaping Initiative is helping to bring partners and local people together to improve their health and wellbeing and reduce inequalities in their communities: residents in Chalvey and Foxborough are being given more say, along with voluntary groups and businesses, in how local services in both of these areas are being redesigned and delivered.
- The council is working with RBFRS to co-locate community services at a number of local fire stations. At the same time, the RBFRS is also making its assets (i.e. its buildings, equipment, people and brand) available to partners and commissioners in order to improve safety, health and wellbeing outcomes for people across the borough.
- The council's Parks and Open Places Strategy and its Sport and Physical Activity Strategy are helping to ensure the borough's sports facilities become a place of choice for physical activity - with modern, fit for purpose facilities in safe, convenient and accessible locations.

- The council's Primary Strategy for Change is helping to provide facilities that actively support the provision of world class education for all of the boroughs children; by putting schools at the heart of the community and narrowing the attainment gap for those from disadvantaged backgrounds. Under this strategy 50% of the borough's primary and primary special schools will be replaced or refurbished by the end of 2023.
- Superfast broadband is being expanded across Berkshire. This is will enable many local people and businesses to have access to this new technology.

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Appendix 2: National policy context

Why is tackling child poverty important?

Tackling child poverty is important to everyone concerned with improving outcomes for children. 22% of children (2.8 million children) in the UK live in relative poverty¹⁷; of these 1.5 million children live in families where at least one adult is in work. Child poverty costs £25 billion each year¹⁸.

Child poverty almost doubled between the 1970's and mid-1990s, resulting in the UK having one of the highest child poverty rates in the industrialised world. In 1999 a cross party commitment was made to 'eradicate child poverty within a generation.'

Living on a low income has significant impacts on children's outcomes as they grow up. The experience of poverty in childhood can be highly damaging and its effects can be felt into adulthood¹⁹.

Poverty affects every part of a child's life: from economic and material disadvantage, to impacting negatively on their health and their education. Children growing up in poverty are more likely to be born premature, are half as likely to gain five good GCSEs, around three times less likely to go to university and more likely to become NEET (i.e. not in full time education, employment or training).

Child Poverty Act 2010

The Child Poverty Act enshrines in law duties required to tackle child poverty by this and future governments, by the devolved administrations and by Local Authorities and their statutory partners (i.e. the Police Authority, Chief Officer of Police; Strategic Health Authority; Primary Care Trust; YOT; Probation Service and JCP).

The Act requires the government to publish a national strategy(see below) outlining its plans to work towards alleviating child poverty, tackle socio-economic disadvantage and meet four child poverty targets, by 2020.

The Act outlines 4 different measures of poverty:

1. **The relative low income measure** - this captures those children living in a household whose income is less than 60 per cent of the contemporary median, equivalised by household type.
2. **The absolute low income measure** – this captures children in households that fall below a specific poverty line, which rises each year in line with prices. Until data for 2010/11 becomes available this is measured against incomes in 1998/9)
3. **The material deprivation and low income combined measure** – this captures those children whose household income is less than 70 per

¹⁷ Households below average income 2008/09 <http://statistics.dwp.gov.uk>

¹⁸ Estimating the costs of child poverty, Joseph Rowntree foundation <http://www.jrf.org.uk/publications>

¹⁹ Fair Society, Healthy Lives, The Marmot Review, February 2011

cent of the median, and who go without a range of necessary items and activities.

4. **The persistent poverty measure** - this captures children who have lived in relative low income in at least three of the last four years.

The Act also places a statutory duty on Local Authorities to carry out a Child Poverty Needs Assessment in their area and to develop a local child poverty strategy, thereby establishing a framework for local partners to co-operate to tackle child poverty.

National Child Poverty Strategy

Since May 2010, the government has made clear its commitment to the goal of ending child poverty by 2020. Improving life chances by addressing poverty and inequality is at the heart of its agenda.

The government is clear that tackling child poverty requires more than simply treating the short-term symptoms of poverty or moving families across an arbitrary income line. Making real progress requires a new focus on promoting fairness, opportunity and social mobility – to help address ingrained patterns of worklessness, family breakdown and educational under-achievement. The government commits to breaking intergenerational poverty by tackling the root causes²⁰.

On 5 April 2011, following public consultation, the government published the first National Strategy for Child Poverty 'Tackling the Causes of Disadvantage and Transforming Families Lives'²¹, covering 2011/2014. It published this alongside the national Social Mobility Strategy²², building on the work by Frank Field MP²³ and Graham Allen MP²⁴; which recognise the importance of the Foundation Years (aged 0-5) and Early Intervention in improving the lives of vulnerable children. The Strategy, jointly produced by the Department for Work and Pensions and the Department for Education, draws together the government wide approach.

The national Child Poverty Strategy sets out measures to address the range of factors that may cause poverty within the three main areas below:

1. Supporting families to achieve financial independence

- Removing financial disincentives to work whilst supporting those who cannot, making work pay and reducing welfare dependency
- Tailoring services for parents who are not in work but could be
- Helping families manage money and avoid problem debt

2. Supporting family life and children's life chances

- Supporting stable families, promoting good parenting and a positive home environment
- Improving educational aspirations, attainment and progression

²⁰ <http://www.education.gov.uk/inthenews/pressnotices/a0071184/government-sets-out-new-vision-for-ending-child-poverty>

²¹ 'Tackling the Causes of Disadvantage and Transforming Families Lives'

²² Social Mobility Strategy www.dpm.cabinetoffice.gov.uk

²³ Independent Review on Poverty and Life Chances (Field, 2010)

²⁴ Independent Review on Early Intervention (Allen 2011)

- Improving health outcomes
- 3. The role of place, partnerships and transforming lives**
- Enhancing localism, devolving power, building the Big Society and developing the role of voluntary and community sector
- Rolling out Community Budgets
- Supporting local areas to take forward their Child Poverty duties

The government's national Child Poverty Strategy focuses on increasing the life chances of children by supporting families and raising aspirations. Policies include changes to Local Housing Allowance, Community Budgets, Early intervention Grants for Local Authorities to invest in addressing local needs, a Work Programme for the long-term unemployed and other at-risk groups, Pupil Premium (PP) funding allocated to schools and the introduction of Universal Credit (UC), which is aimed at reforming welfare to help families work their way out of poverty.

Welfare Reform Act 2012

This Act:

- Reforms welfare to improve work incentives simplifies the benefits system and tackles administrative complexity.
- Introduces UC (From April 2013) with the overall aim of reducing worklessness and poverty.
- Limits the payment of contributory Employment and Support Allowance (ESA) to a 12 month period.
- Replaces Jobseekers Allowance and 'passport benefits' (such as HB and tax credits).
- Caps the total amount of benefit that working age people can claim, including specific caps on housing allowance. Households on working age benefits can no longer receive more in benefits than the average wage for working families²⁵²⁶. The cap can be applied through HB

²⁵ The cap applies to the total amount that the people in a household get from the following benefits:

- Bereavement Allowance
- Carer's Allowance
- Child Benefit
- Child Tax Credit
- Employment and Support Allowance (unless the claimant is paid the support component as part of their award)
- Guardian's Allowance
- Housing Benefit
- Incapacity Benefit
- Income Support
- Jobseeker's Allowance
- Maternity Allowance
- Severe Disablement Allowance
- Universal Credit
- Widowed Parent's Allowance (or Widowed Mother's Allowance or Widow's Pension that started before 9 April 2001)

²⁶ The cap does not apply to households that include somebody receiving:

- Disability Living Allowance
- Personal Independence Payment
- Industrial Injuries Benefit (and those receiving War Disablement Pension and the equivalent payments from the Armed Forces Compensation Payments Scheme)
- Attendance Allowance

payments or UC. At the time of writing, when applied through HB the cap is £500 a week for couples and single parent households and £350 a week for single adult households without children. When applied through UC the cap is £2,167 a month for joint claimants and single claimants with children, and £1,517 a month for a single claimant with no dependent children. These arrangements will continue until UC is fully in place and the cap from HB is no longer required.

- Reforms the Social Fund and replaces it with locally based provisions delivered by Local Authorities²⁷.

Welfare to Work Programme

In April 2011, JCP was given increased flexibility to make decisions on how best to help local people into work and can now deliver more personalised support to its customers. JCP was also given the responsibility to work with local businesses and organisations to support people through the government's new welfare-to-work Work Programme.

Local responsibility

The national Child Poverty Strategy acknowledges, in keeping with the government's localism and decentralisation agenda, that Local Authorities and their partners know the challenges their residents face better than anyone else, including central government.

Removing targets, de-ring fencing funding streams and giving Local Authorities control over planning decisions means that there is greater local responsibility to ensure that resources are targeted to meet the needs and priorities of local people. This gives local partners the flexibility to meet their duties in a way that allows them to focus on the needs of their residents²⁸. This should, in turn, help to achieve the national child poverty objectives. The government intends to ensure delivery in local communities through:

- A universal offer of support, which recognises that all families need help at certain times, such as the birth of a child
- Targeted support for those in disadvantaged circumstances, such as those with particular barriers to employment or school achievement
- Specialist intensive engagement with families facing entrenched and multiple problems such as addiction and offending

-
- *the support component of Employment Support Allowance*

The cap will not apply to households entitled to Working Tax Credit, or the earnings equivalent under Universal Credit. It also doesn't apply to war widows and widowers.

²⁷ *In Slough this scheme is known as the Local Welfare Provision (LWP) Scheme. It uses funding provided by central government to provide locally-administered assistance to vulnerable people. The LWP scheme has been in operation for two years. Central government provided funding for two years. The council has funds available to continue the scheme for further another year. It will then review the scheme.*

²⁸ <http://www.education.gov.uk/childrenandyoungpeople/families/childpoverty/b0066306/tackling-child-poverty-locally/>

Appendix 3: Glossary

Absolute low income measure – see appendix 2.

Asylum seeker - This is someone who has fled her/his own country and applies to the government of another country for protection on the basis of the Refugee Convention or Article 3 of the European Court of Human Rights (ECHR). The 1951 UN Convention on Refugees defines this as a *'person who owing to a well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion, is outside the country of his nationality and is unable or, owing to such fear, is unwilling to avail himself of the protection of that country; or who, not having a nationality and being outside the country of his former habitual residence as a result of such events, is unable or, owing to such fear, is unwilling to return to it.'* Someone who has gone through the legal process and is refused asylum becomes a refused asylum seeker and can often be liable to detention prior to deportation to his/her country of origin. Someone who is granted asylum, i.e. recognised as a refugee, can stay (in the UK) for five years, after which s/he has to show, to retain refugee status, that there is still a risk of persecution in the home country.

BME/BAME – Black and Minority Ethnic or Black, Asian and Minority Ethnic is the terminology normally used in the UK to describe people of non-white descent.

Carer (young) - This is usually someone aged 18 or under who helps look after a relative who has a condition, such as a disability, illness, mental health condition, or a drug or alcohol problem. The majority of young carers look after one of their parents or care for a brother or sister. They do jobs in and around the home, such as cooking, cleaning, or helping someone to get dressed and move around.

Closing the gap - this term means improving the rate of progress and outcomes for children who are at risk of underachievement – those whose performance may be affected by factors relating to their socio - economic circumstances, their ethnicity, gender or their social, cognitive and linguistic development.

Demographics - Demographics are the quantifiable statistics of a given population. Demographics are also used to identify the study of quantifiable subsets within a given population which characterize that population at a specific point in time.

Deprivation - Deprivation refers to a lack of welfare, often understood in terms of material goods and resources, but equally applicable to psychological factors. Deprivations are loosely regarded as unsatisfactory and undesirable circumstances, whether material, emotional, physical or behavioural, as recognised by a fair degree of societal consensus. They usually involve a lack of something generally held to be desirable – an adequate income, good health, etc. – a lack which is associated to a greater or lesser extent with

some degree of suffering. Implicit in the statement that something is 'lacking' is some norm or standard which determines whether or not a person has sufficient. In order to measure poverty accurately, it is necessary to measure both resources and deprivation. Poor people/households have increasingly been identified as those who both have a low 'standard of living' and low resources. Standard of living is generally measured using a deprivation index, and resources are usually estimated using disposable income or gross expenditure. A variety of statistical techniques can then be used to determine the level of the poverty threshold below which people are defined as 'poor'. Those who fall below this threshold suffer from multiple rather than single deprivations.

Deprivation indices - These are a measure of the level of deprivation in an area.

Disability - A person is said to have a disability if they have a physical or mental impairment, and the impairment has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.

Disadvantage - This term usually relates to a social relationship where the position of one person is worse because the position of another person is relatively better. People may be disadvantaged in many contexts: in relation to poverty, the term most frequently refers to command over resources, the structure of opportunities and the distribution of power in a society. The term is directly equivalent to the concept of inequality in a social context.

Ethnicity/ethnic group - A group of people whose members identify with each other through a common heritage, often consisting of a common language, common culture (which can include a religion) and or an ideology which stresses a common ancestry. It is the way that most countries and peoples choose to delineate groups and has superseded the biological idea of 'race'.

European Convention on Human Rights (ECHR) - This is an international legal instrument adopted under the auspices of the Council of Europe. Its provisions are enforceable in UK law courts.

Exclusion - People are 'excluded' if they are not adequately integrated into society. The primary forms of exclusion cover:

- Circumstances in which people are left out of society, through non-inclusion in systems of social protection.
- Circumstances, like poverty and disability, when they are unable to participate in ordinary activities.
- Circumstances in which people are shut out, through stigma or discrimination.

Financial exclusion - A person is considered financially excluded when they have no access to some or all of the services offered by mainstream financial institutions or do not make use of these services.

Free school meals (FSM) - These are a school meal provided to a child or young person during a school break and paid for by government. Claimants who are currently entitled to out-of-work means tested benefits or tax credits (see below) can also be eligible for a range of other support, including free school meals. These are known as 'passport' benefits. Free school meals are offered to children of families who receive:

- Income support
- Income Based Jobseeker Allowance (IBJSA)
- Employment & Support Allowance (Income Related) (ESA(IR))
- Support under Part VI of the Immigration and Asylum Act 1999
- Child Tax Credit (TC602) - if they have a yearly income of less than £16,190 and do not get working tax credit, then the child/children are entitled to free school meals
- Guarantee Element of State Pension Credit (M1000 Award Notice)

Following the introduction of UC (from October 2013) some existing means-tested benefits will no longer exist, including income-based Jobseeker's Allowance, Income-related Employment and Support Allowance, Income Support, Tax credits and HB. The impact that these changes will have on the eligibility of some families to claim passported benefits such as FSM in Slough is currently being considered.

Fuel poverty - This is defined as the need to spend more than 10% of household's income to achieve adequate levels of warmth in the home and meet other energy needs. Adequate warmth is defined as 21°C/23°C in the main living areas and 18°C in other areas.

Homelessness – This term is used to describe people who are actually homeless (roofless) or are threatened with homelessness within the next 28 days. There are very specific criteria within the categories of people the council must assist, although generally families with children under 18 years old are normally included in this group.

Income - Income is a key concept in almost all definitions and studies of poverty. However, 'income' is an extremely difficult concept to define and agree upon. The term is sometimes used loosely to refer only to the main component of monetary income for most households – that is, wages and salaries or business income. Others use the term to include all receipts including lump-sum receipts and receipts that draw on the household's capital. Classically, income has been defined as the sum of money or its equivalent received during a period of time in exchange for labor or services, from the sale of goods or property, or as profit from financial investments.

Material deprivation and low income combined measure – see appendix 2.

NEET - A person is NEET if they are aged 16 to 18 and not in education, employment or training. A person is considered to be in education or training if they:

- are doing an apprenticeship
- are on a government employment or training programme
- are working or studying towards a qualification
- have had job-related training or education in the last four weeks or
- are enrolled on an education course and are still attending or waiting for term to (re)start

Therefore, anybody aged 16 to 18 who is not in any of the above forms of education or training and who is not in employment, is considered to be NEET.

Overcrowding - Overcrowding is measured by either the number of people who must sleep in a room or the amount of space in the home and the number of people living in it. A home may be overcrowded if it cannot provide a separate room for sleeping for each:

- couple
- single adult aged 21 or older
- two young people of the opposite sex aged 10 or over.

Persistent poverty measure - see appendix 2.

Poverty line - This is generally taken to be a threshold, in terms of income or wealth, below which people can be considered to be 'poor'.

Pupil premium - This is additional funding given to publicly funded schools in England to raise the attainment of disadvantaged pupils and close the gap between them and their peers. The eligibility criteria for FSM is used to access the main measure of deprivation at pupil level.

Relative low income measure – see appendix 2.

Refugee - According to the UN Refugee Convention, a refugee is a person who is outside their own country and is unable or unwilling to return due to a well-founded fear of being persecuted because of their race, religion, nationalist, membership of a particular social group, political group, sexual orientation.

Special Educational Needs and Disabilities (SEND) - This term refers to children who have a learning difficulty or disability, which makes it harder for them to learn than most children of the same age. Many children will have special needs of some kind at some time during their education. Help is usually provided in their ordinary school, sometimes with the help of specialists.

Temporary accommodation - This term means accommodation into which people are placed whilst their homelessness is being investigated or sometimes if a positive decision has been made, however it often means placements into B&B's and hostels (sometimes outside of the borough) if the councils own temporary accommodation is full at the time of homelessness.

Vulnerability - Vulnerability is closely related to risk, although there are important distinctions between them. People are at risk if something negative is likely to happen. People are vulnerable when, if something negative happens, it will damage them; vulnerability is defined by the damage, not the risk. People who are at risk are often vulnerable, but many more people are vulnerable than those who are at risk. A person who is in a high-paid, low-security occupation (like executive management) is at risk, but not vulnerable; a person who is in secure, low-paid employment, but is not covered for housing costs in the event of unemployment, is vulnerable but not at risk. Poor people are, notoriously, more vulnerable than many others. But vulnerability is not equivalent to poverty, and it is possible to construct circumstances in which richer people are more vulnerable than poor ones.

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