

Tackling Family Poverty Action Plan 2012/13
Summary of Strategic Outcomes

	Strategic Outcomes	Responsible Group	Lead / Coordinator
Strategic Outcome 1	<i>Partners use their influence to embed systems and processes within their organisations that can really make a difference</i>	Poverty Executive Team	Chair – Adrian Chapman
Strategic Outcome 2	<i>Excellence at the first point of contact</i>	Poverty Executive Team	Chair – Adrian Chapman
Strategic Outcome 3	<i>Models of work that identify risk factors, intervene early and enable communities to develop resilience</i>	Poverty Action Team	Chair– Wendi Ogle-Welbourn
Strategic Outcome 4	<i>Improved education and personal development of all children and young people to narrow the gap in achievement between the poorest children and the rest</i>	Poverty Action Team	Alison Sunley, Head of 8-19 Service
Strategic Outcome 5	<i>Increased financial capability, employability and take up of benefits amongst families</i>	FIF & TWIP	Financial Inclusion Forum / Tackling Worklessness in P'boro representative - John Cunningham, PCVS
Strategic Outcome 6	<i>Improved mental health within the local population to reduce the gap in health inequalities and promote healthy lifestyles</i>	Poverty Action Team	Christina Ringtoul, Mind
Strategic Outcome 7	<i>Creation of inspirational places to live and cohesive communities</i>	Poverty Action Team	Belinda Child, Strategic Housing Manager, PCC

Tackling Family Poverty

Strategic Outcome 1: *Partners use their influence to embed systems and processes within their organisations that can really make a difference*

Action: Ensure visibility and widespread awareness of poverty agenda		
Deliverables	Lead	RAG
Communication Strategy is developed for 2012/13	J. Melvin	
Communication Strategy implemented	A.Rose and PCC Communications Team	

Action: Strong leadership, accountability and governance		
Deliverables	Lead	RAG
Governance structure and golden thread of accountability established (including links to wider partnerships)	W. Ogle-Welbourn	
Strong strategic leadership provided (including AD representation from Children's Services)	A. Chapman	
Development of instruments to measure poverty and social mobility	Data Lead - TBC	
Bi-Annual appraisal of poverty indicators and performance reported to Exec Group	Data Lead - TBC	
Progress against workplan is monitored, inaction challenged and blockages removed	A. Chapman & Executive Team	

Action: Poverty embedded within business plans and service delivery		
Deliverables	Lead	RAG
Strategic commissioning plans include action to tackle the long and short term causes of poverty	Wendi Ogle-Welbourn	
Commissioning processes standardised to include references to poverty and low income families (including needs assessments, PQQ, ITT and contract evaluation criteria and use of poverty impact assessment tool)	Wendi Ogle-Welbourn	
From April 2012 all contracts and service plans to contain poverty outcomes and measures (based on local poverty measures) and poverty training requirement	Wendi Ogle-Welbourn	

Tackling Family Poverty

Strategic Outcome 2: *Excellence at first point of contact*

Action: A coordinated response to deal with urgent crises amongst the most vulnerable		
Deliverables	Lead	RAG
Setup a partnership acute response mechanism to passport families in crisis to services providing immediate relief (foodbank, laundry facility, accommodation, basic needs etc) with dedicated helpline and information points in 24 hours locations to signpost (e.g. hospital, police station, train station). Consideration of groups most likely to be in crisis inc NRPF, new arrivals, homeless etc)	FIF – Christina Malle	

Action: Frontline staff provide better and earlier IAG around benefits, debt and money management to vulnerable families		
Deliverables	Lead	RAG
Local partners collaborate to provide a programme of training and briefings for front line staff on identifying families in financial difficulties, signposting, benefit entitlements, welfare reforms, money management, debt and illegal lending	Tracey Dickerson,	

Action: Ensure families have access to brief information, advice and guidance relevant to their needs		
Deliverables	Lead	RAG
Revise Family Information Service Specification to include debt advice, illegal money lending, money management, promotion of benefit entitlement including free school meals, free early years spaces and childcare element of working tax credit, DV, relationship breakdown, mediation, legal aid (both information, advice and signposting to local & national services)	Pam Setterfield	
Expand content of Family Information Service and increase awareness amongst families through advertising and outreach	FIS Provider and Pam Setterfield	
Scope information requirements of local families around benefits, money management, employability etc and make recommendations for improved system of IAG	FIF - Tim Laws	

Tackling Family Poverty

Strategic Outcome 3: *Models of work that identify risk factors, intervene early and enable communities to develop resilience*

Action: Early intervention and prevention (EIP) adopted as a model of work		
Deliverables	Lead	RAG
EIP approaches are evident in departmental or service plans of key partners	Wendi Ogle-Welbourn	
Action: Support vulnerable and troubled families to secure the best outcomes for their children		
Deliverables	Lead / Coordinator	RAG
Published parental support offer for in place for new parents (including pre-birth and 0-3 evidence based parenting education and promotion of benefit entitlement, financial capability, relationship breakdown/ lone parents, childcare and return to EET)	Pam Setterfield	
Published parental and family support offer targeted at families with emerging and complex needs across 0-18 spectrum (and include promotion of benefit entitlement, financial capability, childcare and return to EET)	Pam Setterfield	

Tackling Family Poverty

Strategic Outcome 4: Improved education and personal development of all children and young people to narrow the gap in achievement between the poorest children and the rest

Action: Improve attainment and reduce exclusions for all children and young people, including those with learning difficulties and/or disabilities (LLDD) or troublesome behaviour		
Deliverables	Lead	RAG
Identify vulnerable children and young people with LLDD and monitor the impact of actions taken to improve attainment	Schools and School Improvement Advisors	
Undertake pathway planning around troublesome behaviour to reduce school exclusions & NEET	Alison Sunley and Troublesome Behaviour group	
Scope and deliver training materials to support children's workforce to deal with low level troublesome behaviour	Alison Sunley and Troublesome Behaviour group	
Action: Increase parental support of children's learning and aspirations amongst the most disadvantaged and disengaged		
Deliverables	Lead	RAG
Establish peer support for parents in hotspots for teenage anti-social behaviour	Alison Sunley	
Deliver evidence-based interventions that increase parental engagement in children's learning (including purposeful learning in the home environment) in Early Years settings targeted to parents in vulnerable groups identified in the poverty matrix	Children's Centres, Pam Setterfield, Karen Hingston and Joan Riddel	
Increase the number of children accessing free 3&4 year old funding for early education amongst vulnerable groups identified in the poverty matrix	Tim Laws	
Increase uptake of extended 2 year old funding for early education amongst vulnerable groups identified in the poverty matrix	Tim Laws	
Action: Ensure vulnerable groups have equitable access to learning		
Deliverables	Lead	RAG
Examine provision of home schooling support for families caring for children with complex needs	Carrie Gamble & Claire Major	

Tackling Family Poverty

Strategic Outcome 5: *Increased financial capability, employability and take up of benefits amongst families*

Action: Improve financial capability amongst vulnerable families		
Deliverables	Lead / Coordinator	RAG
Establish partnership approach to reducing debt and illegal money lending amongst vulnerable families	Financial Inclusion Forum – Pat Brown	
Scope development of Peterborough Credit Union	TBC	
Establish community gateway pilot in highly deprived area to cascade benefit and financial capability information to vulnerable families	FIF – TBC , RSLs, Neighbourhood Managers	
Establish coordinated 'Home Start' package for vulnerable families entering accommodation to enjoy a stable tenancy and access to basic needs and money management advice	FIF – TBC, RSLs, Private Landlords, Hostels, Refuge, Community Repaint, Sofa etc	
Increase number of families with children with complex needs accessing benefits and short breaks provision	Carrie Gamble	

Action: Tackling worklessness		
Deliverables	Lead / Coordinator	RAG
Deliver a range of interventions to reduce unemployment amongst the under 25s including Youth Contract	Tackling Worklessness In Peterborough (TWIP) - Christina Malle	
Delivery of the Families Programme	Caroline Patten, Reed In Partnership	
Deliver a range of interventions to reduce the number of digitally excluded people	Tackling Worklessness In Peterborough (TWIP) - Christina Malle	
Deliver a range of interventions to increase basic and job specific skills amongst	Tackling Worklessness In Peterborough (TWIP) - Christina Malle	
Parents have access to sufficient and affordable childcare	Tim Laws	

Tackling Family Poverty

Strategic Outcome 6: *Improved mental health within the local population to reduce the gap in health inequalities and promote healthy lifestyles*

Action: Improve maternal (parental) mental health in pregnancy and during infancy		
Deliverables	Lead / Coordinator	RAG
Identify and scope opportunities to improve mental health amongst women in pregnancy and early childhood	Claire Ringtoul, Rowena Harvey, Pam Setterfield, Children's Centres	

Action: Reduce prevalence of mental illness linked to employment or financial difficulties		
Deliverables	Lead / Coordinator	RAG
Pilot co-location of debt advice worker in GP surgery as new approach to manage stress, anxiety and depression linked to money worries	FIF - Leonie McCarthy, Cllr Murphy, CAB, Andy Liggins	

Tackling Family Poverty

Strategic Outcome 7: *Creation of inspirational places to live and cohesive communities*

Action: Improve quality of private housing stock (and contribute to reduction of fuel poverty amongst vulnerable families)		
Deliverables	Lead	RAG
Remove category one hazards from at least 350 private sector homes per year until end of 2014/15 (via enforcement and Repairs Assistance Fund)	Strategic Housing Manager Housing Programmes Manager	
Improve thermal efficiency in at least 100 private sector dwellings each year thereby minimising the risk of fuel poverty for occupants	Strategic Housing Manager Housing Programmes Manager	
Implement the Green Deal scheme to ensure vulnerable families can benefit from improved energy efficiency in their dwellings	Strategic Housing Manager Housing Programmes Manager	
Utilise 'additional licensing scheme' for HMOs in hotspot areas (Millfield and New England)	Neighbourhood Manager Central & East, Senior Neighbourhood Enforcement Officer	

Action: Support vulnerable families to access and maintain suitable accommodation		
Deliverables	Lead	RAG
Use all available mechanisms to bring empty homes across the City back into use to ensure maximisation of housing availability and choice for families in housing need	Strategic Housing Services Manager, Housing Needs Manager Manager	
Through partnership working and referrals identify families living in private rented properties with category 1 hazards and take enforcement action to remedy poor living conditions	Strategic Housing Services Manager, Housing Needs Manager Manager	
Through partnership working and referrals identify families living in owner occupied properties with category 1 hazards and secure funding streams to remedy poor living conditions	Strategic Housing Services Manager, Housing Needs Manager Manager	
Identify families living in fuel poverty and investigate/secure grant funding to carry out energy efficiency measures to their home to maximise their disposable income	Strategic Housing Services Manager, Housing Needs Manager Manager	
To maximise the number of affordable homes created in the City	Strategic Housing Services Manager, Housing Needs Manager Manager	

To identify families and young people in housing need and at risk of homelessness and work with them and partners to ensure their housing needs are met through a robust Housing Needs Service and allocations policy	Strategic Housing Services Manager, Housing Needs Manager Manager	
To continue to develop the dedicated and tailored support offered to those families experiencing mortgage difficulties including the mortgage rescue scheme and debt advice to ensure that families can stay in their own homes	Strategic Housing Services Manager, Housing Needs Manager Manager	
To continue to provide a robust Tenancy Relations Service to ensure that families at risk of illegal eviction are identified and supported and landlords taking this action are challenged	Strategic Housing Services Manager, Housing Needs Manager Manager	
To provide temporary housing to those families and young people in crisis to ensure they have a safe environment	Strategic Housing Services Manager, Housing Needs Manager Manager	
To ensure children with disabilities and their families have access to disabled facilities grants to adapt their homes to meet their needs	Strategic Housing Services Manager, Housing Needs Manager Manager	
To continue to provide a Care and Repair Home Improvement Agency to give families practical help in accessing grants, benefits advice and full project management service to improve their living conditions	Strategic Housing Services Manager, Housing Needs Manager Manager	
To continue to maximise the funding given to partner organisations to provide housing related support to families in the City through both outreach work and direct accommodation	Strategic Housing Services Manager, Housing Needs Manager Manager	
To work with colleagues and partners to identify 16-17 year olds at risk of homelessness and work with their families to secure appropriate housing solutions	Strategic Housing Services Manager, Housing Needs Manager Manager	
To develop and deliver initiatives through the Homelessness Strategy	Strategic Housing Services Manager, Housing Needs Manager Manager	
Continue to offer dedicated and tailored support to those experiencing mortgage difficulties, including provision of debt advice	Strategic Housing Services Manager, Housing Needs Manager Manager	

This page is intentionally left blank