



East Riding of Yorkshire Children's Trust Board

East Riding Child Poverty Strategy: Supporting and Empowering Families to Transform Their Lives

2014 -17



integrated
children
and young
people's
services

FOREWORD

It is the duty of the Council and its partners to help families stay out of poverty and prosper. This became statutory with the publication of the Child Poverty Act 2010 (Part 2) which placed a duty on local authorities and their partners to:

- Work together to tackle child poverty in their local area.
- Produce and publish a local Child Poverty Needs Assessment (CPNA).
- Develop and publish a local Child Poverty Strategy outlining the key actions to be taken to reduce child poverty in the local area using the evidence provided in the Needs Assessment.

In 2011, the Government published ‘*A New Approach to Child Poverty: Tackling the Causes of Disadvantage and Transforming Families’ Lives*’. This strategy argues that poverty is not just about ‘income’; it is about ‘life chances’. Our strategy reflects this important distinction. To improve life chances and thereby tackle poverty, we must focus on “strengthening families, encouraging responsibility, promoting work, guaranteeing fairness and providing support to the most vulnerable” (*A New Approach to Child Poverty, 2011*). The East Riding of Yorkshire Child Poverty Strategy supports this vision, but also recognises that only by empowering families to support themselves can it be achieved. There has been a long-running national agenda to encourage professionals from different services to work together to support families. We need to expand this concept to ensure that specialist support enables families to access universal services, and vice-versa. Services must not only break down any barriers between themselves, but also break down the barriers that still occasionally exist between services and families. We need to make it easier for families to tell us when they need support, and find better ways to support those families who, for whatever reason, need support but do not seek it. Services and providers need to ensure a balance between what they can do for families with what families want from them.

A Child Poverty Needs Assessment has been undertaken, the results of which have informed the development of this strategy and the outcomes outlined in the action plan. Information from the assessment demonstrated that though the life chances of East Riding families are good overall, there are still families whose life chances are not good and it is important that the relative affluence of the East Riding does not mask awareness of these families’ needs. Addressing these needs has always been a key priority for services, but the fact that families have unmet needs despite this work suggests that we need to do things differently. Moreover, this need will be exacerbated by the ongoing welfare reforms, which will have a very significant impact on some East Riding families. As the East Riding of Yorkshire Child Poverty Strategy will be a Local Strategic Partnership strategy, it will ensure that work around welfare reform and combatting child poverty is closely aligned.

It is envisaged that the Needs Assessment used in the development of this strategy will be a ‘live’ document, updated on a regular basis. This information can then be used to review the strategy and the actions outlined in the action plan.

This strategy has been written to support us in meeting our core purpose of supporting and empowering families in the East Riding to lead happy and fulfilled lives. It will not *launch*, but rather *re-launch*, work to combat family poverty in the East Riding. It will help to ensure that the emphasis on our work is not only on ‘tackling family poverty’ but also ‘supporting and empowering families’.

Kevin Hall, Director of Children, Families and Schools and Cllr. Julie Abraham Cabinet Member for Children, Young People and Education, East Riding of Yorkshire Council

We would very much welcome feedback on this plan – please contact Kevin Hall, Director of Children, Families and Schools at kevin.hall@eastriding.gov.uk

INTRODUCTION

Underlying both the Child Poverty Needs Assessment and this strategy is an acknowledgement that the national term ‘child poverty’ is misleading: few children will be in poverty unless their parents/carers are also in poverty. Our work to reduce poverty will, therefore, focus on improving not only children’s life chances, but *families’* life chances. We must also seek to strengthen families, particularly the most vulnerable, by fostering resilience, increasing attainment and thereby reducing the types of behaviours that can lead to poverty. Work is already ongoing to achieve this, but closer working between children’s and adult services is necessary.

This strategy also reflects the Government’s broader definition of poverty, recognising that poverty is “more than income, it is about a lack of opportunity, aspiration and stability (*A New Approach to Child Poverty*, 2011). Consequently, the ‘measurement’ of poverty can be complex. The Child Poverty Act 2010 states that “A child is taken to be living in poverty if the child experiences socio-economic disadvantage”. This strategy will consider both the economic and social aspects of poverty.

The Child Poverty Strategy is not intended to replace existing strategies with a whole set of additional actions, but to recognise that child poverty is everyone’s business. Actions to reduce and mitigate the effects of child poverty are already integral to a number of key East Riding strategies: for instance, it complements the East Riding Financial Inclusion Strategy. The Child Poverty strategy draws these together and seeks to ensure that other more specific strategies also incorporate an active commitment to reducing child poverty and mitigating its effects. The Child Poverty Strategy will support the delivery of those Council and partner key plans and strategies set out below. Other more specific strategies are listed at Appendix 3.

The East Riding Community Plan, ‘Our East Riding 2006-2016: 2013 Update’ includes the following priority outcomes:

- Achievement and attainment inequalities across the East Riding are reduced
- Effective and timely early help and advice is in place and accessible for all children, young people and their families
- Sustained support for vulnerable people and their families is in place

The East Riding Council Business Plan 2014 (draft) Update includes following key actions:

- Reduce achievement and attainment inequalities across the East Riding
- Support vulnerable families
- Improve the quality of advice for young people to help ensure they have the skills to meet the needs of employers
- Target housing and cultural services to support the needs of the most vulnerable

The overarching Children and Young People’s Strategic Plan 2013-16 focuses on the following six key themes, all of which can contribute to tackling child poverty in its broadest sense.

- Integration
- Early help/prevention
- Educational outcomes/maximising potential
- Health and wellbeing
- Staying safe
- Supporting the most vulnerable

Although the effects of child poverty are addressed in a number of strategies, and work to reduce the number of families living in poverty is underway, real progress cannot be made without the full and explicit commitment of all key partner agencies and stakeholders, including local communities. Securing a shared vision and commitment with a clear rationale for tackling child poverty is essential. The strategy recognises and builds on the actions already being taken by partner agencies to reduce child poverty that are integral to their existing and developing work programme priorities.

Local Context

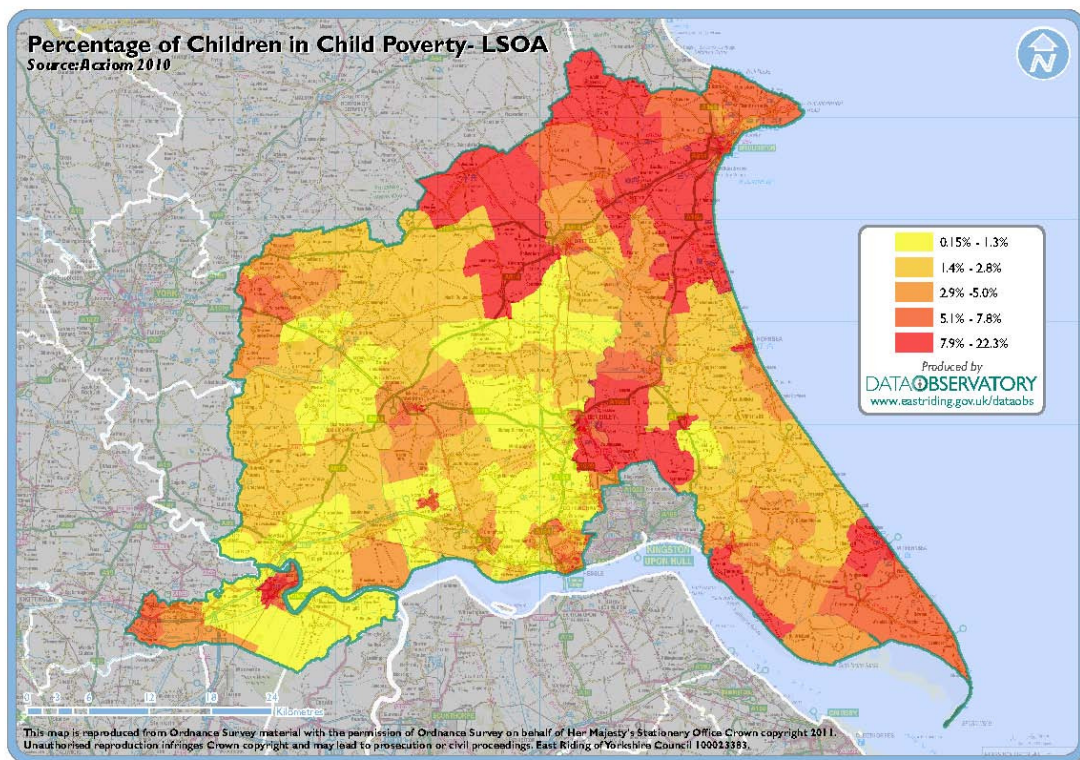
East Riding has low levels of income poverty with 7,935 children in families whose income is below 60% of the national median income (2008 data published in 2010). This represents 11% of the child population, the second most 'favourable' rate, behind North Yorkshire within the Yorkshire and Humberside region. The national average is 20%.

Children living in poverty

A ward by ward analysis of children living in poverty shows an uneven spread. The table below (using Acxiom rather than HMIC data) shows the 10 wards with the highest proportion of children living in poverty. In Goole North and Bridlington South, more than 1 in 10 children are living in poverty.

Ward	Number of Children in Poverty (Acxiom 2010)	% of children in poverty (Acxiom, 2010)
Goole North	612	12.92
Bridlington South	682	10.01
Bridlington Central and Old Town	495	9.80
Goole South	432	9.31
Minster and Woodmansey	541	7.65
South East Holderness	489	7.37
Driffield and Rural	413	6.13
Hessle	378	5.81
East Wolds and Coastal	357	5.71
North Holderness	264	5.67
Bridlington North	367	5.36

It is important to note that the distribution of children living in poverty within a ward can be very uneven, as demonstrated by the map below which shows poverty at Lower Super Output Area (LSOA) level. There are a number of communities in the East Riding where pockets of child poverty are significant and exceed national averages by a considerable margin.



LSOA number	Ward containing LSOA	% of children in poverty (Acxiom, 2010)
E01012995	Goole North*	22.3
E01012999	Goole South	17.0
E01013071	St Mary's (Beverley)	16.6
E01012949	Bridlington South*	16.5
E01013038	Minster and Woodmansey*	15.5
E01013045	Minster and Woodmansey*	15.3
E01012943	Bridlington South*	15.2
E01012928	Bridlington Central & Old Town	14.3
E01013083	South East Holderness	13.6
E01012994	Goole North*	13.5

Source Acxiom 2010

Extrapolating the information from this map, the ten LSOAs containing the highest percentages of children and young people living in poverty are shown in the above table. These are more detailed than ward level data, showing that in parts of the Goole North ward, more than 22% of children are living in poverty. Overall, grouping up to ward level, the Bridlington South ward has the highest number of LSOAs that have a high level of child poverty. Interestingly, the St Mary's ward in Beverley has the LSOA with the third highest level of child poverty in the East Riding, but the ward overall does not feature in the top 10 East Riding wards of child poverty.

*All wards contain a number of Lower Super Output Areas (LSOAs). This means some wards have more than one LSOA appearing in the table.

Our Vision

Our vision is that:

All children and young people living in the East Riding will grow up in a nurturing family environment that supports them to lead financially independent, safe, happy and fulfilled lives

In order to support this vision, work towards this strategy has identified a number of outcomes we want to achieve. These outcomes, outlined below, are shaped by our understanding of local needs and by national priorities.

- **Awareness of the effects of family poverty is increased**
- **Early, coordinated and empowering support is available to all families**
- **Families are supported to become more financially capable**
- **A community, place-based approach is promoted**

Key actions have been developed to help us achieve these outcomes. These actions have been informed by our needs assessment and consultations undertaken with children, young people and families, and are outlined below. The Child Poverty Action Plan, which outlines how these key actions will be delivered, is attached at Appendix I.

Outcome I - Awareness of the effects of family poverty is increased

Our Needs Assessment provided a comprehensive analysis of the needs of residents in the East Riding in relation to poverty of income and of life chances, but we need to ensure that this information is shared, analysed, and acted upon.

In order to achieve this outcome, the following actions have been agreed:

- Ia Data and information within the Needs Assessment about ‘our families’ lives’ is utilised to inform our work**
- Ib Existing and future relevant strategies and service plans are ‘poverty proofed’**
- Ic Staff working directly with families are aware of all services that can support and empower vulnerable families.**
- Id Staff are up-skilled so that they can recognise early signs of poverty, understand its impact on families’ lives and work towards mitigating its effects**

Outcome 2 - Early, coordinated and empowering support is available for all families

Effective early intervention and prevention services play a crucial role in determining the positive outcomes for the children, young people and families most at risk of developing problems. We are here to support families, so it is vital that they understand exactly what support they should expect from us and how to access that support.

We want the range of universal and preventative services to be excellent in improving outcomes for children and young people and their families. To provide a holistic service that proactively involves all appropriate agencies in the decision making process when statutory intervention is deemed necessary, partner organisations need to work together to reduce duplication and put the child or young person firmly at the centre of any intervention. Together, we need to identify, as soon as possible, children and young people who are at a risk of engaging in risk-taking behaviours. These behaviours, such as involvement with crime, dropping out of education, misusing substances or under age sex, can lead to poorer life chances. By supporting children, young people and their families to participate in intervention and prevention processes provided at the earliest opportunity, we will secure the best outcomes.

In order to achieve this outcome, the following actions have been agreed:

- 2a Families access the support they need at an early stage and, if necessary, continuously from the birth to adulthood of their children**
- 2b Families receive coordinated support**
- 2c Support is offered in an empowering way**
- 2d All families who qualify for support receive it**

Outcome 3 - Families are supported to become more financially capable

Services work to improve families life chances, but it is important to recognise that the current difficult financial climate has increased the likelihood of families slipping into income poverty through, for example, a build-up of debt. A key focus must, therefore, be to help families to manage their money, especially with the recent changes in welfare support, and to help to ensure that they access all benefits to which they are entitled.

Adult employment is an obvious way of increasing household income, but finding employment can be hampered by a lack of basic qualifications and employability skills. Encouragement needs to be given to supporting parents/carers to increase their skills which will help to improve the life chances of their children and to making them aware of the high quality child care options available. Young people should also be able to access relevant information, advice and guidance together with appropriate work experience to make informed career choices.

In order to achieve this outcome, the following actions have been agreed:

- 3a Increased number of parents/carers in employment**
- 3b Families' financial capability is increased**
- 3c Young people's chances of gaining employment in the future are strengthened**
- 3d Support is available for our most potentially financially vulnerable residents**

Outcome 4 - A community, place-based approach is promoted

The Needs Assessment clearly demonstrates that income poverty and poverty of life chances unequally affect families across the East Riding. All service planning and activity should be sensitive to and, aligned around the needs of each family. There are significant pockets of poverty in certain geographical areas and it is crucial therefore that in each locality we have the correct balance of universal, prevention and intervention services, and work with the existing structures and organisations from the public.

The concept of 'community' is complex, as some families, demonstrated by the Needs Assessment, lead transient lives moving within and/or in and out of the East Riding requiring a flexible response to their needs.

In order to achieve this outcome the following actions have been agreed:

- 4a Access to services is improved through more imaginative ways of getting people to where they need to be**
- 4b Work is undertaken within, and alongside, communities to support and empower families and increase capacity**
- 4c Housing quality is improved and the supply of affordable housing is increased through the delivery of the Councils Housing Strategy**

CONSULTATION AND ENGAGEMENT

Listening to Children, Young People and Families

At the end of 2009, the Children's Trust undertook a one year project based in Bridlington to develop an understanding of the population and the barriers it faces in relation to poverty. It also sought an understanding of the support offered to these families. Partners involved in the project included:

- East Riding of Yorkshire Council
- Jobcentre Plus
- Bridlington Schools
- East Riding Primary Care Trust
- Bridlington community members
- East Riding Voluntary Action Services (ERVAS)

The long-term objective of this project was to utilise hard and soft data to develop a more detailed understanding of families and children affected by poverty in Bridlington and to review and redesign service delivery in response. This information has been used to inform an understanding of families affected by poverty across the East Riding and the development of this strategy. Ultimately, the partners sought to establish improved working practices to raise aspirations and improve outcomes. The report on this project, produced by the consultancy firm Aperia, has informed the development of this strategy, with many of the recommendations included. Further work was undertaken with all agencies required by law to be involved in the development of this strategy, such as Jobcentre Plus and the Police, Health and Probation Services.

The best people to advise the service on what works, and what does not work, are parents/carers and children themselves. With this in mind, consultation was also undertaken by Young Advisors, (young employees previously employed by the Council), with over 100 other young people via an in-depth questionnaire. Additionally, some focus groups were undertaken with parents/carers from across the East Riding, seeking their views as well as some one-to-one interviews. Wide-ranging questions, focused on the four areas of the Needs Assessment, formed a questionnaire which was widely circulated with 545 responses received. This consultation, entitled 'You and Your Family,' was designed to determine whether the picture painted by the data contained in the Needs Assessment reflected families' experiences.

Feedback from the questionnaire suggests that risk factors outlined in the Needs Assessment, such as substance misuse and under-age sex, are also of significant concern to parents. Furthermore, the impact of adult alcohol misuse in the Needs Assessment is strongly reflected in the consultation. This will help inform the commissioning of public health services. The impact of bad housing, as discussed in the Needs Assessment, was also reflected in the consultation findings, with concerns expressed around fuel poverty and damp living conditions in particular. On a very positive note, satisfaction with the 'place' element, (families' neighbourhoods), was high.

OUR PERFORMANCE FRAMEWORK

To help ensure that we achieve the outcomes set out in this strategy, the Vulnerable Children and Young People's Group and Children's Trust Board will develop and regularly monitor progress against the indicators set out below.

Outcome	Link to Key Strategies	Indicator
Awareness of the Effects of Family Poverty is increased	Financial Inclusion Strategy	<p>The proportion of children who live in families in receipt of out of work benefits, or in receipt of tax credits where their reported income is less than 60% of median income.</p> <p>Number of residents provided with financial capability training</p> <p>Number of residents provided with financial capability related information</p> <p>Number of residents provided with financial and/or debt advice</p>
Early, coordinated and empowering support is available for all families	<p>Early Intervention Strategy</p> <p>Early Years Strategy</p> <p>Economic Development Strategy</p>	<p>Proportion of troubled families turned around</p> <p>Families Information Service Hub (FISH) Measure - <i>data to be developed</i></p> <p><i>Increase in levels of economic activity</i></p> <p>Increase in average resident based weekly earnings</p> <p>Decrease in the number of super output areas in the East Riding which are ranked less than 10,000 in overall IMD</p>

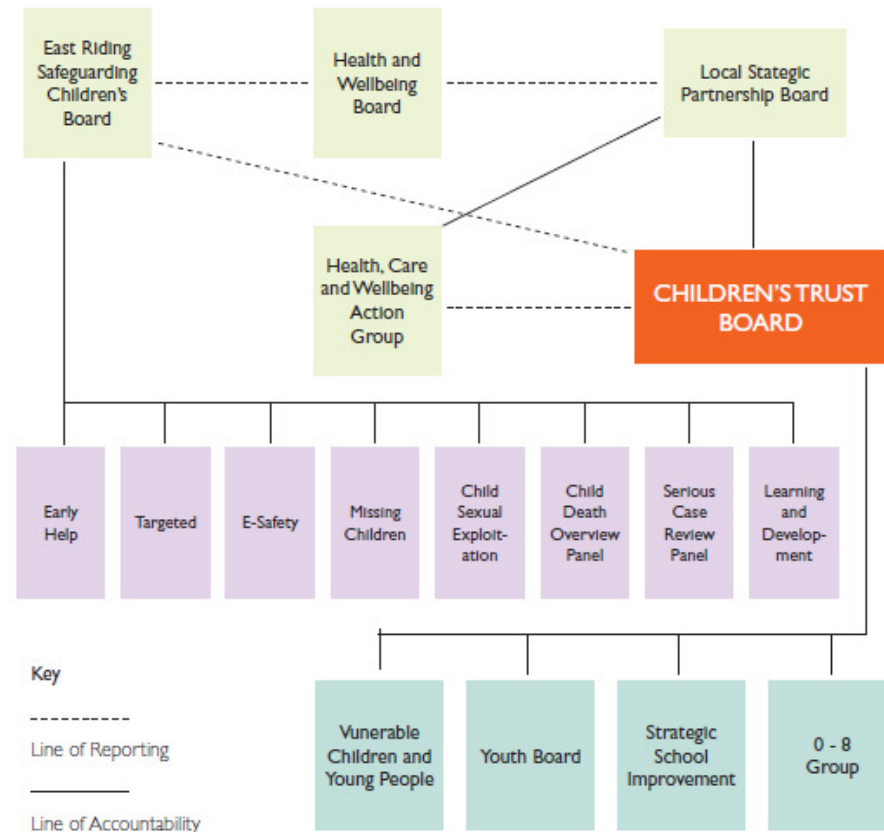
<p>Families are supported to become more financially capable</p>	<p>Financial Inclusion Strategy</p>	<p>Number of people accessing debt and/or welfare benefits advice</p> <p>Number of people accessing debt advice due to payday loan</p> <p><i>Indicator to be developed for potential inclusion in planned residents' survey (Spring 2014) to measure residents' self assessment of their financial capability</i></p>
<p>A Community, place-based approach is promoted</p>	<p>Housing conditions for families with children are improved - Housing Strategy Affordable Warmth Strategy Housing Assistance Policy <i>Community Transport?</i></p>	<p>Number of overcrowded households with children re-housed by the Council</p> <p>Number of families in receipt of housing assistance by type and tenure</p>
	<p>The supply of affordable housing for families with children is increased - Housing Strategy</p>	<p>Number of additional affordable homes provided (net)</p>

WORKING IN PARTNERSHIP

This strategy is a Local Strategic Partnership (LSP) Strategy and will be delivered in partnership with, amongst others, the Police, Health, Jobcentre Plus, Humberside Probation Services and the voluntary sector. The strategy also supports the delivery of the Children and Young People's Strategic Plan which, in turn, supports the overarching East Riding Community Plan. The Community Plan provides the key driver for those partner organisations working to improve outcomes for children and young people.

We will work together to deliver high quality, effective, value for money services for children and their families. To ensure that services work in partnership to deliver the outcomes identified in this strategy, action to deliver the strategy will be led and overseen by the Vulnerable Children and Young People's sub group of the Children's Trust Board.

East Riding Children's Trust Governance Structure



RESOURCES

The financial climate in which we will deliver our Children and Young People's Strategic Plan is, and will remain, very challenging for all partners. Notwithstanding this, the Council has made clear its commitment to ensuring that an appropriate level of resources are made available to support its children's services and meet its safeguarding obligations.

Resources for Children and Young People's Services total £255.6m in 2013/14, including £211.1m of Dedicated Schools Grant for the Schools budget from the Education Funding Agency. In addition, the Council has allocated additional resources that aim to reduce the impact of child poverty, including £1.750m to establish the 'Excellence for All' Fund 2013-16 and £0.100m to fund a pilot specialist debt and welfare benefits advice. The Council has also set aside an earmarked reserve of £3.031m to provide additional support to Children's Services to manage budget pressures and service development.

There are also currently a number of excellent examples of collaborative and integrated working across the East Riding and many of our services have improved in quality at the same time, despite reductions in resources in some areas. An excellent example is our Family Nurse Partnership programme in Bridlington and Goole. This programme works with vulnerable young women aged 19 years or under, often from disadvantaged backgrounds, who are expecting their first baby, with intensive support provided from 16 weeks of pregnancy until the child is two years old.

Where necessary, we will seek to reprioritise existing resources and develop working practices that are more efficient, while still addressing needs and providing appropriate levels and types of support. Our key resource in the delivery of this strategy will be people. Staff in all partner organisations must be well-trained, supported and where necessary, challenged, to help achieve the outcomes in this strategy. We also recognise the vital contribution that the families and communities will need to make to support the delivery of this strategy.

NEXT STEPS

This strategy comes at a time of continuing challenge. However, we are committed to working together and using our limited resources effectively to deliver our vision whereby, “All children and young people living in the East Riding will grow up in a nurturing family environment that supports them to lead financially independent, safe, happy and fulfilled lives”.

A Child Poverty Strategy Working Group has been established to discuss feedback and monitor delivery of the Child Poverty Action Plan. An appointed officer manages this working group and also sit on the Vulnerable Children and Young People’s Sub Group (of the Children’s Trust Board) to provide feedback. The Head of Children and Young Peoples Support and Specialist Service chairs the Vulnerable Children and Young People Group and will feedback to the Children’s Trust Board. The Children’s Trust Board will monitor performance and delivery of the action plans that support implementation of this Strategy and provide feedback for the LSP Board.

APPENDIX I – GOVERNANCE

The Child Poverty Act describes a strategy for child poverty as a partnership document, and our strategy will, therefore, be owned in the first instance by the East Riding LSP Board. The publication, delivery and monitoring of the Child Poverty Strategy and Action Plan is overseen by the East Riding Children’s Trust Board, supported by the Vulnerable Children and Young People’s Group, into which the Child Poverty Strategy Working Group will report. It is also recognised that other action groups within the LSP will have a key role in delivering the Action Plan, for example, the Economic Action Group.

East Riding Children’s Trust Board

Chair: Kevin Hall, Director of Children, Families and Schools, East Riding of Yorkshire Council

Officer Contact: Carl Duck – carl.duck@eastriding.gov.uk

Membership of the Vulnerable Children and Young People’s Group

Chair: Jackie Lown, Head of Specialist Support Services

The following organisations are represented on the Board:

East Riding of Yorkshire Council	East Riding Secondary Heads	Humberside Probation Trust
Director of Public Health	East Riding Primary Heads	Hull and East Yorkshire Hospitals Trust
Healthwatch East Riding of Yorkshire	Humberside Fire and Rescue Service	Jobcentre Plus
NHS Humber Foundation Trust	North Bank Forum	East Riding of Yorkshire Clinical Commissioning Group

APPENDIX 2 – GLOSSARY OF STRATEGIES LINKING TO THE CHILD POVERTY STRATEGY

This glossary identifies the most important plans and strategies that support the delivery of the ambition and priorities within this Plan.

Strategy	Time Frame	Who	Link to East Riding Child Poverty Strategy	Status
'Our East Riding' – the East Riding Community Plan	2006 - 2016	East Riding LSP Board – Carl Duck	The East Riding LSP has set out a ten year ambition for the area that has become embedded in partnership strategies which operate across all service areas. Part of that ambition is: <ul style="list-style-type: none"> • Children and young people are happy, healthy, confident, safe and reach their full potential 	Current, most recently refreshed in 2013.
Council Business Plan and Financial Strategy	2011-15	ERYC – Ann Woodward	The strategy outlines the work undertaken by the Council with its partners and how it will be financed within the five Corporate priorities. The following are directly relevant; <ul style="list-style-type: none"> • Maximising our potential • Supporting vulnerable people, reducing inequalities • Promoting health, wellbeing and independence 	Current, most recently refreshed in 2013
Children and Young People's Strategic Plan	2013 -2016	ERYC – Kevin Hall	This is the single overarching plan for all services which directly affect children and young people The Plan sets out an integrated approach, working together in partnership, to prioritise, co-ordinate and focus everyone's contribution towards enabling all young people to achieve their full potential. The Child Poverty Strategy sits directly under this strategic plan.	Current
East Riding Safeguarding Children Board Business Plan	2013	David Radford	The Plan sets out the Board's priorities to safeguard and promote the wellbeing of children and young people.	Current

Improving Schools, Improving Lives	2013-2016	ERYC – Mike Furbank	The strategy sets out how children and young people will make good progress in their learning with a core set of values and principles for school improvement	Current
14-19 Education and Training Plan and Strategic Statement for the East Riding	2013-14	ERYC – Mike Furbank	The plan captures the collective challenges and opportunities for 14-19 year olds. The four strategic areas are <ul style="list-style-type: none"> • Achievement including English and Maths • Efficient and Effective Provision • Participation and Progression • Information, Advice and Guidance and Youth Support 	Current
Special Educational Needs Strategy	New	ERYC – Jackie Lown	This strategy outlines the approach of the Council and its partners to the SEND reforms. It focuses on preparing for adulthood children and young people within the target group. It echoes the belief outlined in this strategy that best practice involves working alongside families to support and empower them to live the lives they want to lead.	In development: For approval February 2014.
Early Intervention Strategy	New	ERYC – Pam Allen	This Strategy makes clear that effective early intervention and prevention services play a crucial role in determining the positive outcomes for children, young people and families most at risk of developing problems, potentially avoiding high cost services downstream.	In development: For approval February 2014.
Health and Wellbeing Strategy	2013-2016	Health & Wellbeing Board	One of the 3 long-term priority outcomes for health, care and wellbeing in the East Riding within the strategy is that;: <ul style="list-style-type: none"> • Children and Young People in the East Riding enjoy good health and wellbeing The strategy outlines how partners will work towards this outcome through intelligent joint	Current

			commissioning of services and working differently with local people to engage them in securing better health, care and wellbeing. Whilst these are long-term outcomes the strategy focuses on what it can achieve over the next three years.	
Children and Young People Joint Commissioning Strategy	2013	ERYC – Jackie Lown	The key purpose of the Joint Commissioning Framework is to ensure a shared understanding of the way in which the partner agencies, represented on the Children’s Trust Board, will work together to commission the services that are needed to fulfil the priorities identified in the East Riding’s Children and Young People’s Plan and to ensure the effective implementation of the associated action plans.	Interim refresh January 2014.
East Riding Young Carer’s Strategy and Improvement Plan	2013	ERYC – Pam Allen	The strategy ensures that young carers are firstly treated as children and young people and are able to fulfil their own aspirations. Their caring role is acknowledged and appropriate support provided to ensure they are not providing significant and inappropriate levels of care.	In development: For approval March 2014.
Looked After Children’s Strategy	2011-2016	ERYC - Pam Allen	The priorities set out in the strategy are to; <ul style="list-style-type: none"> • Ensure that they have stable placements • Improve their health and wellbeing • Ensure they stay safe in their home and community • Improve their education and enjoyment • Improve their positive contribution outcomes Support young people to achieve economic wellbeing	Current: Refresh to be completed by March 2014.

Youth Justice Plan	2013-14	ERYC - Pam Allen	<p>The principal aim of the service is to prevent offending and re-offending by children and young people. The service works with:</p> <ul style="list-style-type: none"> • Young people aged 10-17 who, because of alleged or actual offending have become involved in the criminal justice system • Children and young people identified as at risk of offending • Families of children and young people offending or at risk of offending, and • Victims of young people who have offended 	Current
Primary Strategy for Change – A Strategic Approach to Capital Investment in Primary Schools	2009-2024	ERYC – Kristan Livingston	<p>The strategy aims to narrow the gap in terms of outcomes for children, to remove barriers to learning (especially those brought about by transition) and ensure that the local community is engaged with the process of place-shaping and change.</p>	Current
Joint East Riding Healthy Weight Strategy	2010-2015	ERYC – Andy Kingdom	<p>The aim of this Healthy Weight Strategy is to improve health by working in partnership to prevent and reduce obesity and promote a healthy weight at all stages of life. Key objectives which link to the Child Poverty Strategy include:</p> <ul style="list-style-type: none"> • to stop the year on year rise in levels of obesity for the under 11s • increase access to and choice of physical activities and facilities • improve access to information advice and education to adults and children 	Current

Strategy for the Emotional Health and Wellbeing of Children and Young People	2012-2015	ERYCCG – Alex Seale	Children in poverty are at risk of developing emotional health problems. The strategy objectives are to: <ul style="list-style-type: none"> • strengthen social and emotional resilience • promote emotional health and wellbeing especially for vulnerable groups • promote good parenting skills • ensure parents, young people and professionals know where to go for assessment, intervention and support • commission services that are able to respond quickly and appropriately to need 	Current
Anti-Bullying Strategy	New	ERYC - Jackie Lown	To be completed as part of strategy development.	In development: For approval March 2014.
Housing Strategy	2011 - 2041	ERYC – John Craig	The housing strategy seeks to look forward over the next thirty years and its vision is that the range, quality and affordability of housing in East Riding meets the needs of current and future residents, contributing towards more sustainable communities and encouraging economic growth and prosperity.	Current
Affordable Warmth Strategy	2012	ERYC – John Craig	Children are vulnerable to health problems when perhaps living in damp cold conditions. The strategy addresses the factors which cause and increase fuel poverty.	Current

Financial Inclusion Strategy	2010-2015	ERYC – Ann Woodward	The strategy outlines the individual, community, and economic costs of financial exclusion. It aims to impact on the inequalities caused by financial exclusion and poor financial capability and enable people in the East Riding to enjoy significantly improved life outcomes.	Current
Reducing the Impact of Alcohol Strategy	2009-2014	Public Health– Tim Allison	The alcohol strategy links cross-cutting issues, including harm to health and well-being, anti-social behaviour, violent crime, road accidents, social harm and the harm caused to the development, achievement and well-being of children and adults in the East Riding.	Current
Library Strategy	2012-17	ERYC-Darren Stevens	While remaining available to all the service will target resources over the next five years on the most vulnerable and disadvantaged children, families and older people. By prioritising these groups they will be able to deliver benefits where they will make a real difference and help the council to reduce inequalities and support the vulnerable.	
Economic Development Strategy	2012-2016	ERYC – Paul Bell	The East Riding of Yorkshire Economic Development Strategy provides a long term vision and strategic framework to promote growth in the areas economy and regenerate the economy of deprived communities.	Current
Humber Local Enterprise Partnership Strategic Economic Plan	New	Humber Local Enterprise Partnership	The Strategic Economic Plan (SEP) for the Humber. is an ambitious plan that provides a basis upon which to increase the prosperity of the Humber LEP area and to take advantage of opportunities for growth in and around the estuary. It is also grounded in reality acknowledging the challenges and barriers that our economy continues to face.	In development – awaiting Government approval

<p>York, North Yorkshire & East Riding Local Enterprise Partnership's Strategic Economic Plan and European Union Strategic Investment Fund Strategy</p>	<p>New</p>	<p>York, North Yorkshire & East Riding Local Enterprise Partnership</p>	<p>York, North Yorkshire and East Riding Local Enterprise Partnership will work with partners to transform the economic ambitions of our area, turning major opportunities into tangible achievements and delivering business led growth.</p> <p>This Strategic Economic Plan is a single strategy for our area that serves three purposes:</p> <ol style="list-style-type: none"> 1. It sets out the key economic issues, opportunities and priorities for our area in their own right 2. It is the EU Strategic and Investment Funds Strategy required for EU funding purposes (supported by a separate detailed spreadsheet on activities, outputs and funding) 3. It is the Strategic Economic Plan that Central Government require for Growth Deal funding purposes (supported by a more detailed Local Growth Deal Implementation Plan) 	<p>In development – awaiting Government approval</p>
<p>Humber City Deal</p>	<p>New</p>	<p>ERYC – Paul Bell</p>	<p>City Deals are a mechanism aimed at stimulating and supporting local economic activity by providing areas with bespoke packages of additional powers and resources in return for greater responsibility for delivery from government.</p> <p>The Hull and Humber City Deal has two areas of focus including ensuring the workforce has the skills and ability to access new employment opportunities.</p>	<p>Current</p>

East Riding Adult Skills Strategy	New	ERYC – Mike Furbank	The East Riding Adult Skills Strategy outlines the strategic skills needs for the East Riding's key growth sectors and actions to ensure these skills can be provided by the area's population.	In development – due to be completed September 2014
Humber Local Enterprise Partnership EUSIF Strategy	2014 -20	Humber Local Enterprise Partnership	This strategy outlines how the Humber Local Enterprise Partnership (LEP) proposes to use its allocation of European Union Structural and Investment Funds (EUSIF) for 2014-2020. The strategy is the result of a comprehensive consultation exercise, a thorough review of the Humber economy and an assessment of the lessons learned from previous European programmes.	In development – Awaiting government approval

APPENDIX 3 DRAFT CHILD POVERTY STRATEGY ACTION PLAN

Outcome I - Awareness of the effects of family poverty is increased				
Priority No	Priority	Action/Link to Strategy	Delivered by	By When
Ia	Data within the Needs Assessment re 'Our families lives' is utilised to inform our work	Ensure the Needs Assessment is a live document accessible to all the key professionals across the public and third sectors who are responsible for supporting families	Tony Good/ Matthew Turner	July 2014
Ib	Existing and future relevant strategies and service plans are poverty-proofed	Investigate the possibility of incorporating poverty-proofing into the policy and strategy guidance notes	Kerry Hooley/ Frances Prew	June 2014
		Ensure the alignment of all existing strategies and actions plans that contribute towards reducing child poverty by consulting with relevant parties during development/revision	Jackie Lown	Ongoing
Ic	Staff working directly with families are aware of all services that can support and empower vulnerable families	Maintain, update and monitor usage of the Families Services Directory	Lesley Gilson	Ongoing
		Include FISH session as part of children's service staff induction	Lesley Gilson	September 2014
		FISH training session to be delivered to in-training social workers and health visitors	Lesley Gilson	September 2014
		Continue to increase the number of professionals receiving the FISH bulletin	Lesley Gilson	September 2014
Id	Staff are up-skilled so that they can recognise early signs of poverty, understand its impact on families' lives and work towards mitigating its effects	Ensure there is specific focus within the workforce strategy around developing the understanding of poverty across staff teams	Lee Wilkinson	April 2014
		Within the Workforce Strategy Implementation Plan develop an appropriate awareness raising package of support for staff around reducing poverty	Lee Wilkinson	June 2014

Outcome 2 - Early, coordinated and empowering support is available for all families				
Priority No	Priority	Action/Link to Strategy	Delivered by	By When
2a	Families' receive the support they need at an early stage	Ensure that information sharing is timely and appropriate through staff training, protocols and integrated IT systems	Lee Butler-Johnson/Ross Palmer	Ongoing
		Improve the transition for vulnerable groups of people into adult services, particularly young carers and young people with a disability (<i>More detail currently being developed</i>).	Jane Gould /Carole Upton	
		Early intervention and prevention support is accessible to all children, young people and families via children's centres and Youth and Family Support. Partners are aware of referral processes to access support for families.	Kevin Allen/Bridget Bennett	
2b	Families receive coordinated support	Ensure that information/relevant contacts about adult services are included in all inductions for children's services staff, and vice versa. All induction programmes are to be refreshed.	Linda Tovey	April 2014
		<p>Ensure that contacts (on non-open cases) to the Children and Young People's Support & Safeguarding Services are screened / filtered by the Early Help & Advice Team (EHAT) to determine the most appropriate response to the identified needs including:</p> <ul style="list-style-type: none"> - Fast tracking child protection concerns or other complex family situations that might require an immediate safeguarding response. - Early, co-ordinated use of the Common Assessment Framework (CAF), Team Around the Family (TAF) meetings, Lead Professional role. - Signposting on to Children's Centres, Youth & Family Support and other services. <p>EHAT will inform the person making the contact of the initial outcome.</p>	Jonathan Connell	Reviewed quarterly

		Ensure that services accept that supporting families is a collective responsibility, and that it is the responsibility of the 'lead professional' role to implement a commonly agreed plan. This will be implemented via the Area Supporting Families meetings attended by senior education welfare officers.	Sam Tomkins /Victoria Hanley	Ongoing
		Develop a 'single view of the customer' through the Transforming East Riding project, improve the links between professional directly working with families and universal services that may support them	John Compton	October 2015
		Ensure that action plans for individual family members are considered alongside each other where possible	Pam Allen/Grace Davidson	January 2014 then ongoing
		Ensure that Signs of Safety plans are in place for individual family members which are amalgamated into an overall family plan, resulting in the achievement of a positive outcome for the family.	Victoria Hanley	Ongoing
		Ensure families know what they should expect from services, and know how to question the level of support offered if it falls beneath these standards and their expectations.	Victoria Hanley	Ongoing
2c	Support is offered in an empowering way	Ensure families are better able to understand support offered to them and that support is delivered in a family centred way. Also ensure that families are supported by one key worker who supports them in their interaction with all services.	Victoria Hanley	Ongoing
		Quality-assure the <i>collective</i> support offered to families, involving families in this work.	Pam Allen/Sam Tomkins	Ongoing
		Ensure staff across all sectors are trained in the 'Signs of Safety' methods. Training programme being rolled out, including for new starters as need arises.	Lauraine Wilson	5 year implementation plan in place through to 2016.
2d	All families who qualify for support receive it	Consideration to be given to how children of prisoners who may be classed as/or are at risk of being 'in need', may be better supported.	Probation - Brenda Galloway	
		Develop and then implement a cross-service young carers' strategy.	Janet Gravel/Jane	Strategy to be in place March

			Gould /Carole Upton	2014
		Help children of armed forces personnel who move frequently to access specialist support.	Frances Prew	Ongoing
		Enable cross-service support to increase the number of families with a disabled child that is offered and, ideally, accessing services, through delivery of the SEND Strategy	Janet Gravel/ Jane Gould /Carole Upton	
		Consider how we can work better with partners to increase referrals for families who meet the Troubled Families Programme criteria. Further develop the referral process to ensure all key partners are advised when referrals for families are made to avoid duplication of work and ensure a co-ordinated approach in meeting the needs of families.	Victoria Hanley	Ongoing
		Specific actions relating to children and young people with mental and emotional health needs are being investigated and will be incorporated into the action plan following the recent CAMH service inspection.	Alison Cockerill/Neil Griffiths, Humber Foundation Trust	

Outcome 3- Families are supported to become more financially capable

Priority No	Priority	Action/Link to strategy	Delivered by	By When
3a	Increased number of parents/carers in employment	<p>Consider expanding the Work Skills Club concept, incorporating more providers.</p> <p>Work Skills Programme has now been amended to a more “fast-track” skills course in key areas such as Goole. Numbers have fallen considerably over last 6 months due to changes in strategies and priorities regarding the unemployed and an increase in other options/providers available in areas of high unemployment. In other areas other providers do not see this type of provision as financially viable as a general rule.</p>	Ryan Bartram/ Jobcentre Plus	Ongoing, but curriculum review should be completed by May 2014.

		Work with families to remove barriers to education, employment and training. Support parents/carers to raise self-esteem and develop employability skills, including literacy and numeracy, supporting them to access adult learning opportunities and subsequently progress into work.	Victoria Hanley	Ongoing
		Maintain and improve strategic links with Jobcentre Plus. Strategic links and communication is ongoing with Job Centre Plus by key Adult Education Service Managers and staff.	Ryan Bartram	May 2014
		Continue to deliver the Council's Work Placement Strategy, and encourage LSP partner organisations to adopt a similar strategy. (Link to Work Placement Strategy)	Jason Peacock/Anna Barson	Ongoing
		Continue to work with partners such as Job Centre Plus and the Employment and Skills Team to identify and deliver appropriate opportunities for work placement's within the council (Link to Work Placement Strategy) Figures reported to Workforce Board	Jason Peacock/Anna Barson	Ongoing
		Expand the Family Learning concept into more deprived areas, using the premises of other services and their expertise. We are working in a formal partnership with Children Centres to expand our family and other learning in their venues. We have recently appointed a Family Learning Curriculum Developer and 3 Outreach Workers to assist us to re-design and extend our Family Learning provision to more non-traditional areas. This will take some months to fully impact however.	Ryan Bartram	Ongoing
		Further embed the referral process between alcohol and drug treatment providers and Jobcentre Plus.	Mandy Oliver Jobcentre Plus	Ongoing and reviewed quarterly

3a contd	Increased number of parents/carers in employment	Promote and support volunteering as a route into employment for people who may ordinarily struggle to get a job.	Marc Hall	July 2014
		Ensure that the 2014-2020 European Structural and Investment Fund allocations (including social inclusion, employment and skills objectives) are used effectively and collaboratively to maximise impact across East Riding. - LEP area EUSIF Strategies agreed by Government - programme delivery to commence - performance review	Claire Watts	Feb 2014 Dec 2014 Annually from 2017
		Engage with partners to seek methods of removing geographical barriers to work and learning, especially in rural areas (e.g. the 'Wheels to Work' scheme and the 'Get Moving Goole' sustainable transport project). Work with partners, especially Town and Parish Councils utilising the Parish Transport Toolkit.	Nigel Rowe Sarah Arnold	December 2014
		Ensure that staff working directly with families are able to provide basic advice and facilitate access for families to appropriate services to mitigate the potentially adverse impact of welfare reform (e.g. through signposting/referral training). Linked to the actions in the East Riding Financial Inclusion Strategy and the Troubled Families project	Richard Abba/Marc Hall	September 2014 and ongoing
		Promote childcare options open to parents (including Children's Centre provision)	Lesley Gilson (FISH)	
		Work with partner organisations to provide employability skills training and support for those wishing to enter the world of work	Sarah Arnold	
		Promote positive role models who can demonstrate the value and benefits of employment		

3b	Families' financial capability is increased	Ensure that there is adequate financial capability training for young people and parents/carers to help them to help themselves. [Linked to the actions in the East Riding Financial Inclusion Strategy]	Marc Hall	May 2014 and ongoing
		Consider how we can influence the government around the Debt Management Plan protocol. [Linked to the actions in the East Riding Financial Inclusion Strategy]	Marc Hall/Lesley Thornley (CAB)	Ongoing
		Increase awareness information for families about different types of credit, and the advantages and disadvantages of different types, especially promoting the dangers of illegal and high-interest forms of lending. Linked to the actions in the East Riding Financial Inclusion Strategy	Marc Hall	June 2014 and ongoing
3c	Families' financial capability is increased	Support targeted young people to raise their awareness and understanding of budgeting and wider life skills.	Victoria Hanley	Ongoing
		Support and signpost families in debt and suffering financial crisis to specialist partner agencies for debt counselling services, as part of the Troubled Families Programme and wider work with families.	Victoria Hanley	Ongoing
		Support delivery of elements within the East Riding 14-19 Education and Skills Plan which can provide an effective, sustainable workforce.	John Seaman	The Education and Skills Plan for 2014/15 will be complete by April 2014.
3c	Young people's chances of gaining employment in the future is strengthened	Utilise ongoing work around the Risk of NEET Indicator to provide support earlier to children and young people who may become not in education employment and training.	Victoria Hanley	Ongoing
		Develop support for young people and families' on Employability Skills in line with the Employability Skills Charter. Target support	Victoria Hanley	Ongoing

		at young people identified as unlikely to progress into further learning post 16.		
		Consider how support from partners can be utilised to expand Jobcentre Plus's work in schools around employment.	Mandy Oliver Jobcentre Plus	Ongoing and as when appropriate
		Continue to deliver the Council's Apprenticeship Strategy, identifying appropriate routes into employment for young people.(Ink to Apprentice Strategy).	Anna Barson/Jason Peacock	Ongoing
		Apprenticeships and training are promoted by partner organisations as a route into work	Sarah Arnold	
		Self employment is promoted as a pathway to work for those people with appropriate skills	Adrian Shaw	
		Develop impartial information, advice and guidance mechanisms, both through and outside of educational settings, to assist young people's learning and career choices.	Victoria Hanley	Ongoing
		Explore and provide opportunities, via the Education Business Partnership, to link schools to employers to present young people with the chance to engage with the world of work.	Sandra Cooper	
		Ensure that skills programmes aimed at key growth sectors engage the East Riding population.	Andrew Hewitt	Ongoing
3d	Support is available for our most potentially financially vulnerable residents	Raise awareness amongst front line staff of services that can work with families to address financial poverty (in particular services that can offer transport and support for income maximisation and financial capability). (Linked to the actions in the East Riding Financial Inclusion Strategy).	Richard Abba/Marc Hall/Pam Allen	September 2014 and ongoing

Outcome 4 - A community, place-based approach is promoted

Priority No	Priority	Action/Link to strategy	Delivered by	By When
4a	Access to services is improved through more imaginative ways to ensure people can get to where they need to be	Improve links between professionals working with vulnerable people (including young parents/carers, care leavers etc.) and Community Transport (as well as Wheels to Work) so that professionals can refer people to Transport.	Nigel Rowe	April 2014
		Encourage Community Transport providers to broaden their customer base through identifying a pilot programme with a Community Transport Supplier.	Nigel Rowe	April 2014
		Investigate the possibility of increasing support to voluntary car schemes through which volunteers pick people up in their own cars, with passengers paying a basic mileage rate.	Detty Tyler/Susan Oliver	Sept 2014
		Investigate the possibility of having a nominated member of CFAS staff per locality to collate all community transport requests reported back from professionals working directly with children and families. Work with the East riding Community Transport Network to map these needs and develop new services to respond to them where practicable.	Colin Walker	April 2014
4b	Work is undertaken within, and alongside, communities to support and empower families	Ensure, within the workforce strategy that there is specific focus on the effective allocation of resources, incorporating the findings of the poverty needs assessment.	Lee Wilkinson	April 2014
		Work effectively in partnership with locally based voluntary and community groups to support and empower families. Helping to develop and sustain local services to support communities by sourcing resources and expertise to meet local needs. Work is currently being undertaken in Beverley.	Detty Tyler	Ongoing
		Encourage residents to support each other through offering	Detty Tyler	Ongoing

		opportunities for people to volunteer to support their communities. This will also enable people of all ages to gain confidence, skills, knowledge and experience that will support them in accessing education and employment, as well as provide more capacity to meet local needs.		
4c	Housing quality is improved and the supply of affordable housing is increased through the delivery of the Housing Strategy	Increase the supply of affordable housing for families with children by making best use of the existing housing stock and delivering new affordable homes	John Craig/Mel Holland	Ongoing
		Improve the quality of housing across all tenures by facilitating access to housing assistance (including energy efficiency measures) for vulnerable families with children	John Craig/Mel Holland	Ongoing
		Monitor the impact of the Council's new Allocation Policy for social housing which grants priority for severe overcrowding	John Craig/Mel Holland	Ongoing