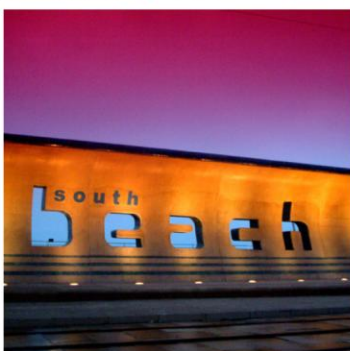


# Together on Poverty

## Blackpool's Child Poverty Framework

### 2012-2015

Blackpool Council



# Child Poverty Framework

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# Child Poverty Framework

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## Executive Summary

### Vision

*We will give children an equitable chance to achieve their potential. We will do this by supporting their immediate needs, and providing an environment which allows them to raise their aspirations.*

### Priorities

Our priorities are to:

- Remove barriers to children achieving their full potential through education, employment and other development opportunities.  
*We will work towards fairness for all by helping everyone to raise and realise their ambitions.*
- Provide vulnerable children with appropriate support based around their needs.  
*We will use the “think family” approach to tailor support to suit individual families’ needs*
- Ensure that young children have a healthy start to life.  
*We will strive to create the right conditions for young people to thrive by improving the health and wellbeing of parents and children, particularly those in deprived areas.*
- Build stable communities  
*By stabilising our communities, and providing good quality housing, we will help to ensure that children live in a supportive environment.*
- Improve the financial stability of families  
*We will help people to fulfil their potential by providing the advice and support for them to meet their financial obligations.*
- Embed actions to tackle child poverty in our work  
*We will make sure child poverty is “everyone’s business” by embedding it into our equalities processes, and monitoring the impact of other initiatives on child poverty. We will also continue to identify new ways to tackle emerging issues*

### Local Context

The vision and priorities in this framework have been developed based on the findings in Blackpool’s Child Poverty Needs Assessment.

Blackpool has a high level of child poverty at 29.5%, this level is varied across the town rising to over 50% in some wards.

Poverty is a complex issue and the Needs Assessment identifies a number of key local factors as drivers for example; a seasonal, low pay economy with fluctuating income levels and rising unemployment, low skill levels, poor health outcomes, high rates of teenage pregnancy and poor quality housing stock.

Blackpool also has between 470 and 560 “families with multiple problems” requiring a co-ordinated approach to intervention in order to improve outcomes.

### Key Areas of Work

Within each priority we have identified key areas of work that are ongoing to address child poverty, some of these are:

- The new **Apprenticeship Programme** will improve employment prospects for some of Blackpool’s young, unemployed people.
- The **Community Budget Pilot** is tackling key issues associated with poverty such as worklessness, substance misuse and parental mental ill health.
- The **Family Nurse Partnership** offers intensive support for young first time mothers throughout pregnancy until the child reaches age 2.
- The **South Beach Transience Pilot** is tackling the structural issues that underpin transience and developing a new approach to delivering sustainable changes and improved outcomes for this community
- **Tackling illegal money lenders** is improving financial stability for families and putting more money in their pockets.

### Measuring Progress

We will monitor progress in two ways – by monitoring actions in the action plan and by tracking change on a number of local and national performance indicators.

# Child Poverty Framework

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## Background

This Child Poverty Framework addresses the requirements of the Child Poverty Act 2010. This Act means the Council must develop a Child Poverty Strategy which aims to *reduce* and *mitigate* the effects of child poverty in Blackpool. The Council must work with local partner organisations to achieve this.

The framework is based on analysis of the drivers of child poverty in Blackpool. It is intended as an overarching document which helps shape the work we do towards supporting families in poverty, as well as identifying new actions to reduce or lessen its effects. Our analysis demonstrates that tackling local child poverty requires us to work with parents as well as children.

The rest of this framework sets out how we've assessed the priorities that inform our work and how we'll check we're making a difference.

## Child Poverty Needs Assessment

This framework is based on a thorough analysis of need as required by the 2010 Child Poverty Act. This is set out in Blackpool's Needs Assessment, which is available from <http://tinyurl.com/childpov>.

The needs assessment was developed by the Council with NHS Blackpool and the police, together with other organisations operating locally. Recognising that poverty was a complex issue, it identified the following as key **local** factors driving and exacerbating poverty in Blackpool:

- The level of poverty throughout the town, which, at 29.5%, is significantly higher than the national average (21.9%). 9200 children currently live in poverty, all wards in Blackpool have at least 9% of children living in poverty, rising to over half of all children in the worst affected wards (Bloomfield and Claremont);
- The seasonal, low pay nature of the economy – which exacerbates social deprivation;

- Fluctuating income levels, and a lack of access to affordable credit, exacerbate families' day-to-day financial problems;
- In the four years since January 2008 (pre-recession), the level of peak winter claimant unemployment in Blackpool has more than doubled from 3188 to 6407 in January 2012. In April 2012 claimant unemployment was at 6015 representing 6.9% of the working age population;
- Skill levels in Blackpool are relatively low, with the areas of the economy growing most over the past few years on the Fylde Coast being ones which require higher skills levels. Basic skills such as literacy and numeracy have improved, but from a low base;
- The impact of poverty on the health of both children, which ultimately limits their life chances – and adults, which limits their opportunities to find well paid employment;
- A high rate of teenage pregnancy, reflecting low aspirations and impacting on the desire and ability of young mothers to gain qualifications and find work;
- Some poor quality housing stock, with high numbers of households living in fuel poverty, and high levels of movement around Blackpool – “transience”, impacting on children's educational attainment and the stability of communities.

Following the publication of the needs assessment, figures were published estimating that Blackpool has 470 – 560 “families with multiple problems”, requiring a co-ordinated approach to intervention in order to achieve a successful outcome for the families concerned.

These findings have directly informed the development of this framework.

# Child Poverty Framework

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## Consultation

The Council held a series of consultation events with frontline staff, local organisations, children and parents to explore the issues around poverty and practical actions which could be taken. These have informed our strategic priorities and action plan. A separate event in March 2012 involved local third sector organisations and frontline staff in a discussion on how we can work together effectively. This dialogue will continue as part of the action plan accompanying this framework.

A review of the Child Poverty Framework in late 2011, requested by the Cabinet Member for Young People, ensured cross-party input into the priorities and actions included in this document.

## Links with the Council's priorities

The Council has adopted the following corporate priorities:

- Tackle child poverty, raise aspirations and improve educational achievement
- Safeguard and protect the most vulnerable
- Expand and promote our tourism, arts, heritage and cultural offer
- Improve health and well-being especially for the most disadvantaged
- Attract sustainable investment and create quality jobs
- Encourage responsible entrepreneurship for the benefit of our communities
- Improve housing standards and the environment we live in by using housing investment to create stable communities
- Create safer communities and reduce crime and anti-social behaviour

- Deliver quality services through a professional, well-rewarded and motivated workforce

Much of the work we do on these priorities will contribute to achieving our vision for tackling child poverty. This document provides a framework for us to ensure our work on these priorities also has the maximum possible impact on achieving the Council's child poverty priority.

## The Fairness Commission

The Blackpool Fairness Commission will look at barriers to fairness and equality within the local area. The Commission aims to narrow the gap between the advantaged and disadvantaged in Blackpool, by involving as many people and organisations as possible from across the town. Child poverty will be a key issue for the Commission and it will be an important vehicle for both driving forward the priorities in this framework, and contributing to the development and delivery of the action plan.

## Links with other strategies

This framework draws together key areas of work and initiatives that are addressing child poverty directly and indirectly. These are delivered through a number of key strategies which are outlined below:

### Health and Well-being Strategy

The Health and Well-being Strategy is currently being developed by the Health and Wellbeing Board; it is intended to be an overarching, strategic document that will set out the key priorities for improving the health and wellbeing of Blackpool's residents. This strategy is cross-cutting and will impact on all of the priorities within the Child Poverty Framework.

# Child Poverty Framework

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## **Children and Young People's Plan 2012-2015**

The Children and Young People's Plan is developed by the Children's Trust Partnership. It is the overarching strategic plan for all services affecting children and young people in Blackpool.

The plan has three priorities that it will strive to deliver over the next three years:

- Keep children and young people safe, preventing children entering Blackpool's care system wherever possible
- Improve the health, self confidence and resilience of children and young people
- Be aspirational for young people, their families and communities and develop ambition in young people

## **Fylde Coast Economic Strategy**

The Fylde Coast Economic Strategy is currently being developed by Blackpool's Economic Development Company. It will set out the key priorities for the Fylde Coast's economy, and will be delivered through the Local Economy Action Plan.

## **Fylde Coast Housing Strategy**

The Fylde Coast Housing Strategy links with the Blackpool Housing Statement Action Plan. It sets out how the priorities of the Fylde Coast Housing Strategy will be delivered.

## **Fylde Coast Employment and Skills Strategy**

The Fylde Coast Employment and Skills Strategy sets out the vision and three strategic themes that will address the issues identified for employment and skills in the area.

# Child Poverty Framework

## Vision

As a result of this framework:

*“We will give children an equitable chance to achieve their potential. We will do this by supporting their immediate needs, and providing an environment which allows them to raise their aspirations.”*

## Child Poverty Priorities

In the priorities, we have outlined the main initiatives and strategies which will help us achieve them. **Many of the initiatives relate to more than one priority and are included under the priority to which they mainly relate.**

### Priority 1: Remove barriers to children achieving their full potential through education, employment and other development opportunities

*We will work towards fairness for all by helping everyone to raise and realise their ambitions.*

Key areas of work	Links to initiatives & strategies
<ul style="list-style-type: none"> <li>• Providing and getting people into sustainable employment</li> <li>• Encouraging and supporting new business start ups</li> <li>• Training and work experience for young unemployed people, including apprenticeships</li> <li>• Improving vocational and academic qualification levels</li> <li>• Improving young people’s learning environment</li> <li>• Raising aspirations</li> <li>• Providing information and guidance to young people</li> <li>• Providing opportunities outside of education and work for young people to develop</li> <li>• Supporting Young Offenders</li> <li>• Supporting Looked After Children and others with diverse needs</li> <li>• Reducing teenage pregnancy</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Fylde Coast Economic Strategy</b> on workforce skills and jobs</li> <li>• <b>Fylde Coast Employment and Skills Strategy</b></li> <li>• <b>Local Economy Action Plan</b></li> <li>• <b>Local Transport Plan</b></li> <li>• <b>DWP flexible support fund – South Beach focussed partnership</b></li> <li>• <b>DWP support for families with complex needs</b></li> <li>• <b>Apprenticeships programmes for 18-24 year olds</b></li> <li>• <b>The Work Programme</b></li> <li>• <b>Blackpool Build Up</b></li> <li>• <b>Adult Education and Community Learning Strategy</b></li> <li>• <b>Blackpool Coastal Housing: Tenant Project Support Fund</b></li> <li>• <b>Children and Young People’s Plan 2012-15</b></li> <li>• <b>Connexions</b> advice service for 16-19 year olds</li> <li>• <b>Vision for Blackpool Schools 2010-2013</b></li> <li>• <b>Youth Justice Plan</b></li> <li>• <b>Health and Wellbeing Strategy</b></li> </ul>

# Child Poverty Framework

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## Priority 2: Provide vulnerable children with appropriate support based around their needs

*We will use the “think family” approach to tailor support to suit individual families’ needs.*

Key areas of work	Links to initiatives & strategies
<ul style="list-style-type: none"> <li>• Early intervention to meet children’s needs</li> <li>• Ensuring parents can access support via a variety of routes</li> <li>• Supporting parents with problems around mental health, substance misuse and worklessness</li> <li>• Supporting parents to gain employment</li> <li>• Ensuring the availability of appropriate, affordable childcare</li> <li>• Supporting families affected by domestic abuse</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Children and Young People’s Plan 2012-15</b></li> <li>• <b>Springboard Family Intervention Project</b></li> <li>• <b>Blackpool Early Action for Change</b> (Budget Holding Lead Practitioner)</li> <li>• <b>Early Intervention and Family Support Strategy</b></li> <li>• <b>Parenting Strategy 2008-2013</b></li> <li>• <b>Community Budget Pilot</b></li> <li>• <b>Common Assessment Framework</b></li> <li>• <b>Childcare Sufficiency Audit</b></li> <li>• <b>Health and Wellbeing Strategy</b></li> <li>• <b>Family Information Service</b></li> <li>• <b>Blackpool Interpersonal Violence and Abuse Partnership Strategy 2010 – 2015 and Delivery Plan</b></li> </ul>



# Child Poverty Framework

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## Priority 3: Ensure that young children have a healthy start to life

*We will strive to create the right conditions for young people to thrive by improving the health and wellbeing of parents and children, particularly those in deprived areas.*

Key areas of work		Links to initiatives & strategies
<ul style="list-style-type: none"> <li>• Support for young first time mothers</li> <li>• Encourage breastfeeding and ensure Blackpool is a breast feeding friendly town</li> <li>• Supporting people to make healthy and active lifestyle choices</li> <li>• Programmes to tackle lifestyle choices associated with a risk of premature death</li> <li>• Supporting parents/carers of children with disabilities or SEN</li> <li>• Supporting young carers</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Health and Wellbeing Strategy</b></li> <li>• <b>Family Nurse Partnership</b></li> <li>• <b>Infant Feeding Project</b></li> <li>• <b>Health Visiting</b></li> <li>• <b>School Nursing</b></li> <li>• <b>Adult Carers' Strategy</b></li> <li>• <b>Special Educational Needs and Disability Strategy</b></li> <li>• <b>Short Breaks and Respite for Disabled Children Strategy</b></li> <li>• <b>Delivery of Young Carers' Service</b></li> </ul>

# Child Poverty Framework

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## Priority 4: Build stable communities

*By stabilising our communities, and providing good quality housing, we will help to ensure that children live in a supportive environment.*

Key areas of work	Links to initiatives & strategies
<ul style="list-style-type: none"> <li>• Tackling transience (frequent population movement) and homelessness</li> <li>• Reducing oversupply of poor quality rented stock</li> <li>• Create strong, vibrant and desirable neighbourhoods</li> <li>• Create quality places and aspirational housing choices which favour families over incoming single people</li> <li>• Prevention of all forms of interpersonal violence and abuse</li> <li>• Protecting victims of domestic abuse and their families</li> <li>• Tackling acquisitive crime</li> <li>• Tackling substance misuse</li> <li>• Tackling violent crime</li> <li>• Improving quality of life</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Fylde Coast Economic Strategy</b> on tackling deprivation</li> <li>• <b>Fylde Coast Housing Strategy and Housing Statement</b></li> <li>• <b>Health and Wellbeing Strategy</b></li> <li>• <b>South Beach Transience Pilot</b></li> <li>• <b>Selective Licensing Scheme</b></li> <li>• <b>Redevelopment of Queen’s Park estate</b></li> <li>• <b>Redevelopment of Rigby Road site, creating affordable family homes</b></li> <li>• <b>Community Safety Plan</b></li> <li>• <b>Adult Drug Treatment Plan 2012/13</b></li> <li>• <b>Interpersonal Violence and Abuse Partnership Strategy 2010-2015 and Delivery Plan</b></li> </ul>

# Child Poverty Framework

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## Priority 5: Improve the financial stability of families

*We will help people to fulfil their potential by providing the advice and support for them to meet their financial obligations.*

Key areas of work	Links to initiatives & strategies
<ul style="list-style-type: none"><li>• Providing access to banking, savings and affordable credit</li><li>• Providing access to financial and budgeting advice and education</li><li>• Helping people maximise their income and develop their financial capability</li><li>• Improving energy efficiency in homes amongst those in fuel poverty</li><li>• Improving access to information, advice and legal services</li><li>• Tackling loan sharks and illegal money lenders</li></ul>	<ul style="list-style-type: none"><li>• <b>Financial Inclusion Strategy 2010-2015</b></li><li>• <b>Blackpool, Fylde and Wyre Credit Union</b></li><li>• <b>Blackpool Coastal Housing Financial Inclusion Policy</b></li><li>• <b>Fylde Coast and Lancaster Affordable Warmth Strategy</b></li></ul>

# Child Poverty Framework

## Priority 6: Embed actions to tackle child poverty in our work and develop new actions for future progression

*We will make sure child poverty is “everyone’s business” by embedding it into our equalities processes, and monitoring the impact of other initiatives on child poverty. We will also continue to identify new ways to tackle emerging issues*

Key areas of work	Links to initiatives & strategies
<ul style="list-style-type: none"> <li>• Procurement of supplies from local businesses where legally possible</li> <li>• Actions to deliver equalities “protected characteristics” objectives</li> <li>• Undertaking Equality Impact Assessment processes</li> <li>• Enhancing existing Equality Impact Assessment to include socio-economic equality</li> <li>• Child Poverty Steering Group to explore and develop new initiatives to tackle child poverty</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Blackpool Fairness Commission</b></li> <li>• <b>Commissioning and Procurement Strategy</b></li> <li>• Actions to deliver the <b>General Equality Duty</b></li> <li>• Explore potential and develop new initiatives for example; literacy programmes, expansion of the Wave card for young people; programme of apprenticeships</li> </ul>

# Child Poverty Framework

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## Action Plan

The priorities in the previous pages are supplemented by an action plan which documents current activity addressing child poverty. Priority six of the action plan identifies new initiatives that will be developed and implemented.

The action plan is a live document and will be constantly reviewed and renewed throughout the life of this framework.

## Measuring progress

We will check our progress in two ways – by monitoring actions in the action plan, and by tracking change on a number of indicators relevant to child poverty against local and national performance.

## Monitoring

Monitoring progress will involve the following:

- The cabinet member for younger people will review progress every 6 months with the Leader of the Council, involving the relevant officers where required;
- The scrutiny committee will review progress on the action plan every 6 months;
- A working group made up of Council officers and partners will meet on a regular basis to drive progress and discuss other potential actions and projects tackling child poverty, updating the action plan on a rolling basis;
- Events aimed at the voluntary, community and faith sectors will be held, to shape their work and check progress on how they contribute to the agenda;
- As part of the Council's priority reporting arrangements, details of progress will be included within the priority report on

'Tackling child poverty, raising aspirations and improving educational achievement.

- A full review of the framework and priorities in 2015.

In addition to this, the Blackpool Fairness Commission will shape the content of the action plan, and receive updates on progress to assist it in its deliberations.

## Indicators

The indicators selected overleaf are based on guidance from the government's Child Poverty Unit, supplemented with local indicators where appropriate. With the exception of the overall child poverty indicator, **the indicators are intended to provide an overview of factors relevant to child poverty.** By monitoring change in these indicators, over time, we will understand where differences are emerging and consequently be able to prioritise further actions on child poverty.

Most of the figures given will be for Blackpool as a whole, although some allow for detailed comparison between areas of Blackpool. Future reports on these indicators will also be incorporated into updates of the Child Poverty Needs Assessment.

# Child Poverty Framework

## Overall indicators of child poverty

Performance Indicator	Frequency
Percentage of children in child poverty (household earns less than 60% of median national income)	Annual
% of Blackpool children in families receiving Housing and/or Council Tax Benefit	Quarterly

## Priority 1: Remove barriers to children achieving their full potential through education, employment and other development opportunities

Performance Indicator	Frequency
The percentage gap between the lowest achieving 20% in the EYFS Profile and the rest	Annual
% of pupils in Blackpool schools making at least 2 national curriculum levels progress in English between KS1 and KS2	Annual
% of pupils in Blackpool schools making at least 2 national curriculum levels progress in Maths between KS1 and KS2	Annual
Overall absence in primary schools	Annual
Achievement gap between pupils eligible for free school meals and their peers achieving the expected levels at KS2	Annual
% of pupils in Blackpool schools making at least 3 national curriculum levels progress in English between KS2 and KS4	Annual
% of pupils in Blackpool schools making at least 3 national curriculum levels progress in Maths between KS2 and KS4	Annual
Achievement gap between pupils eligible for free school meals and their peers achieving the expected levels at KS4	Annual
% of pupils in Blackpool schools achieving 5 or more A*-C GCSEs inc. GCSE English and Mathematics	Annual
Overall absence in secondary schools	Annual
Take up of 14-19 learning diplomas	Annual
Care leavers in employment, education or training	Monthly
16-18 year olds not in education, employment or training	Monthly
Young people from low income backgrounds progressing to higher education	Annual
Proportion of population qualified to at least Level 2 or higher	Annual
Proportion of population qualified to at least Level 3 or higher	Annual
Proportion of population qualified to at least Level 4 or higher	Annual
Working age people with access to employment by public transport	Annual
Conception rate per 1000 females aged 15 - 17	Annual
Numbers of first time entrants to the Youth Justice System	Quarterly
Proportion of working age adults with children claiming JSA	Annual
Proportion of working age adults claiming JSA (aged 16-24)	Annual
Gross weekly pay of Blackpool residents	Annual

# Child Poverty Framework

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## **Priority 2: Provide vulnerable children with appropriate support based around their needs**

<b>Performance Indicator</b>	<b>Frequency</b>
Take up of formal childcare by low income working families	Annual
Number of Looked After Children (Number and Rate)	Quarterly
Number of children subject to a Child Protection Plan (Number and Rate)	Quarterly
Number of young people in substance misuse treatment under 18 years of age	Quarterly

## **Priority 3: Ensure that young children have a healthy start to life**

<b>Performance Indicator</b>	<b>Frequency</b>
% of women who have seen a midwife or maternity healthcare professional, for health and social care assessment of needs, risks and choices by 12 weeks and 6 days of pregnancy	Annual
Prevalence of breast feeding at 6-8 weeks (% of infants partially or totally breast fed at 6-8 weeks)	Annual
Obesity among primary school age children in Reception year	Annual
Obesity among primary school age children in Year 6	Annual
Number of children/ young people participating in at least 4 hours of sport per week	Annual

## **Priority 4: Build stable communities**

<b>Performance Indicator</b>	<b>Frequency</b>
Number of affordable homes delivered	Annual
% non-decent council homes	Annual
No. of households living in temporary accommodation	Quarterly
Care leavers in settled accommodation	Annual
Number of families claiming HB/CTB who have changed address twice or more in the last six months	Bi-annually
Repeat incidents of domestic violence reviewed at MARAC to be below 29% in a rolling 12 month period	Quarterly
<i>Crime indicators to be confirmed</i>	

# Child Poverty Framework

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## ***Priority 5: Improve the financial stability of families***

<b>Performance Indicator</b>	<b>Frequency</b>
Time taken to process Housing Benefit/Council Tax Benefit new claims and change events	Monthly
Total personal insolvencies by area	Annual
Debt discharged from insolvency	Quarterly
Amount of extra income generated through advice	Annual
Tackling fuel poverty	Annual

## ***Priority 6: Embed actions to tackle family poverty in our work***

This priority will be monitored by checking the progress of actions in the action plan.