

Child Poverty Strategy Progress Report 2016-17

Aim

To provide an update on implementation of Wiltshire's Reducing Child Poverty Strategy, particularly in relation to dissemination of Child Poverty Community Area Profiles and how Area Boards are taking local action as a result.

Background

Wiltshire's Reducing Child Poverty Strategy 2015-2020 aims to reduce and mitigate against the effects of Child Poverty in Wiltshire.

Recent legislative changes

The Welfare Reform and Work Act 2016 amends and repeals a number of legal duties set out in the Child Poverty Act 2010. The legislation sets out an agenda for Welfare reform including measures to implement lowering of the benefits threshold and places an increased emphasis on addressing educational attainment and worklessness. It places a new duty on the Secretary of State to report annually on children in workless households and the educational attainment of children in addition to the number of children living in low income households.

The terminology 'children in low income households' replaces the previous 'child poverty' terminology, but for the purposes of reporting is synonymous since the definition of children living in low income remains unchanged, as; *the proportion of children living in families within the UK that are either in receipt of out-of-work benefits or in receipt of tax credits with a reported income which is less than 60 per cent of national median income*. For the year ending 5 April 2015 the national median gross annual earnings for full-time employees were £27,600, 60% of this is £15,560.

Impact of poverty

Children who grow up in poverty face a greater risk of having poor health, being exposed to crime, and failing to reach their full potential, creating a cycle of poverty for the future.

Wiltshire

The most recent available data on child poverty is from 2014 which shows that 11.8% of children in Wiltshire lived in households with an income of less than 60% of the national median income. This is an increase from the previous year (2013) when it was 10.6% and had been gradually decreasing since 2006. England as a whole has also seen a rise to from 17% in 2012 to 20% in 2014. The UK has one of the highest rates of child poverty in the industrialised world.

There is significant variation within Wiltshire with pockets of high deprivation found in particular localities and significant deprivation across some vulnerable groups. For example 2014 data by Community Area shows a range from 6.9% to 17.1% of children living in poverty and within Community Areas there is further variation. There are additional challenges in a rural county like Wiltshire, the *Country Life: tougher to make ends meet* report found people living in rural communities need to

spend 10-20% more than those in urban areas to reach a minimum acceptable living standard while pay levels are frequently lower than urban areas.

Progress with implementing the strategy

An implementation plan to deliver the Council's Reducing Child Poverty Strategy was developed in March 2015 by the multi-agency Wiltshire Child Poverty Steering Group. The five strategic objectives outlined were to:

1. Provide effective support to vulnerable families with 0-5 year olds
2. Narrowing the educational attainment gap
3. Develop an inclusive economy that will enable equality of economic opportunity for all
4. Provide locally focused support based on a thorough understanding of needs.
5. Promote engagement with the Child Poverty Strategy and related implementation plan.

Tackling Child Poverty in our communities

A key objective of our Reducing Child Poverty Strategy over the past year or so has been on developing and disseminating the Child Poverty Community Area Profiles to allow communities to do more to tackle child poverty. The profiles include detailed information on the age breakdown of children living in poverty, health indicators relating to poverty, educational attainment, and information on worklessness and unemployment for each community area.

Public Health staff met with the Area Board Chairs to agree how they would like the information presented to their Boards and developed a presentation and workshop model. Public Health have worked closely with Community Engagement Managers (CEMs) to organise and deliver these workshops ensuring engagement with wider stakeholders was maximised in order to ensure that the different needs within populations were identified and targeted effectively and that links to existing work were strengthened.

We have now presented the profiles in all 20 Community Areas. The CEMs have played an important role in taking forward action from these sessions, cascading information to their local stakeholders through further workshops, professional meetings and young people's forums. As a result of these workshops and presentations there is now a range of activity taking place across Community Areas to reduce child poverty.

In some areas, local action has included the establishment of specific working parties/strategy groups. For example Salisbury Area Board have established a Child Wellbeing sub group to drive forward a range of initiatives as a result of the dissemination of the profile. In Trowbridge there has been engagement with housing providers to develop youth clubs for young people in Studley Green. Some areas such as Amesbury have used the profile data to evidence needs to influence and inform decisions on grants and priorities. In other localities dissemination of the data has stimulated discussion in relation to what can be done at a local level to address

the educational attainment gap at KS2 and KS4. *See appendix for a summary of current activity.*

Presentations highlighted the importance of promoting emotional attachment and intervening early in the life course and as a result many area boards are more engaged with local early years settings and providers in recognition of the importance of early intervention.

Almost all of the Community Areas, often in partnership with Town and Parish Councils, and Children's Centres have decided to progress smoke free playground signage. Smoking prevalence tends to be higher among more economically disadvantaged communities. Latest data shows that in Wiltshire, 14.3% of all adults smoke which rises to 27.8% prevalence among routine and manual workers. The signage protects children from exposure to cigarette smoke and from seeing adults smoking helping to de-normalise smoking behaviour.

A number of the Area Boards have also seen the potential of the Wiltshire Healthy Schools Programme to improve the health and wellbeing of children and to address health inequalities. Melksham Area Board has supported local schools to take part in the programme and Wootton Bassett and Cricklade schools are also being funded by the Area Board to join, while a number of other Area Boards are considering similar support to enable their local schools to participate in the programme.

Reducing Child Poverty Strategy Group Workshops

Over the past year the strategy group has held themed workshops to engage with key partners to explore and address objectives in the Reducing Child Poverty Strategy. The first of these, held in March 2016, focused on housing, health and child poverty led to an increased understanding of roles and better links between public health and housing colleagues including providers. This has resulted in increased consideration of health and wellbeing including child safety, air quality and fuel poverty. The Public Health team are planning further networking opportunities to deliver Injury Prevention training with resident involvement officers and input to local tenant newsletters.

Another workshop held in May focused on Strategic Objective 2 – Narrowing the Educational Attainment Gap. The workshop highlighted importance of early intervention in the early years and also strengthened links with the Disadvantaged Learners strategy/team. The workshop provided an opportunity to bring together a wide range of professionals to explore the impact of improving health and wellbeing and addressing inequalities on improving a range of outcomes including narrowing the educational attainment gap. Outcomes included identification of practical opportunities for including increasing uptake of Better2gether funding for disadvantaged 2 year olds to access quality child care which are being taken forward.

At the last Strategy Group meeting in January 2017, it was agreed to plan to hold a wider stakeholder engagement event at the end of the year to showcase local achievements in addressing child poverty and share best practice. We are anticipating further clarification on the long awaited national Life Chances/Social

Justice Strategy and would see this event as an opportunity to disseminate information about the national strategy and review Wiltshire's Reducing Child Poverty Strategy priorities accordingly.

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Appendix One

Child Poverty - how the evidence is inspiring community-led action

As of February 2017 the profiles have been presented in all of Wiltshire's Community Areas. The table below sets out the schedule of presentations to Area Boards to date and subsequent activity to address local priorities:

Area Board	Date presented	What's happening in our communities?
Melksham	9 Sept 2015	<p>Smoke-free playground signage has been rolled out within Melksham Town, Melksham Without and two further parishes. Work is underway with the Healthy Schools Co-ordinator and local Head teachers to increase engagement, with all schools working together to achieve Healthy Schools accreditation. A joint Melksham schools training/ best practice sharing programme, part funded by the Melksham Area Board, started in September 2016.</p> <p>In Melksham the Local Youth Network (LYN) consulted with young people about their needs. Funding was allocated to ensure that children with special educational needs or disabilities (SEND) were able to use Youth Canoe Club.</p> <p>Advice and guidance drop in sessions for young people are running and social investment has given disadvantaged young people opportunities to experience trips that may otherwise be out of their reach.</p> <p>A project has commenced with the all schools within the community area that will support schools attaining a minimum of Bronze level on the Healthy Schools programme.</p>
Warminster	10 Sept 2015	<p>To ensure support and access to services and activities for young people in rural areas a LYN was established. The LYN funded an all-weather outdoor table tennis club, summer activities project and a street based youth work project.</p> <p>The area board has also had a key role in supporting children and young people and has funded youth activities across the community area four times a week, in Warminster and Codford.</p>
Pewsey	14 Sept 2015	<p>People in Pewsey Community Area wanted to provide affordable transport for young people and families to the local Health and Wellbeing Centre. The planning application for the centre was submitted in July 2016 and transport options will remain a priority for 2016-2017.</p> <p>The Area Board and LYN continue to promote young people's services and opportunities across Pewsey Vale, to fund a variety of activities (including leisure/wellbeing and social based projects) and to provide support to 3 active Youth groups in Pewsey, Grafton and Great Bedwyn.</p> <p>Smoke free playpark signage has been installed at Pewsey Youth football ground, playgrounds in Pewsey, Great Bedwyn and Manningford parishes and will shortly be displayed in Stanton St Bernard and Burbage.</p>

Marlborough	29 Sept 2015	Local people have set up a group to co-ordinate work to reduce child poverty and volunteers started a new youth club in the old youth centre building and are running one evening session every week.
Westbury	13 Oct 2015	<p>A child poverty summit took place at Matravers School with primary schools, Wiltshire Police, the children's centre, the local health trainer, church groups, town councillors, housing associations and Crosspoint. Priorities were identified and a number of initiatives are being taken forward including healthy eating workshops and access to education for young parents seeking employment. There are also plans for a larger scale community event to include promotion and raising awareness of local services for young people.</p> <p>Westbury Town Council has agreed to display smoke free playgrounds signage.</p>
Trowbridge	19 Oct 2015	<p>As a result of the workshop a Child Poverty Working Party was established. Priorities identified were: teenage pregnancy, better joining up of existing local initiatives and better outreach to most deprived areas. Specific projects include: working with a local secondary school on an initiative to target teenage boys in relation to teenage pregnancy and developing an initiative with a school and a local older people's lunch club to build community links and resilience.</p> <p>The LYN have funded youth worker posts and youth café's in Studely Green, Seymour and other estates. Youth work volunteers have been trained and smoke free playground signage has been rolled out across the community area.</p> <p>Active Trowbridge through LYN funding are providing outreach sporting activities to most deprived area to improve child health, including football camps and fun days.</p> <p>LYN has funded specific projects for BME young people from deprived areas and a Teenage Market.</p>
Malmesbury	4 Nov 2015	<p>LYN-funded youth workers are delivering weekly sessions in Malmesbury and there are plans for provision in Oaksey. Mindrest workshops are improving mental health support for young people. The area board has supported Malmesbury Scouts, Malmesbury preschool and Brinkworth recreation facilities and Oaksey, Sherston, Brinkworth and Dauntsey have all received funding to support the improvement and development of play park facilities.</p> <p>The LYN has also funded teen sports sessions running in every parish for the summer of 2016. These multi-sports days will culminate in a community sports day held in Malmesbury. The Network is continuing to fund a wide range of activities for young people including social, cultural, sports and wellbeing based projects.</p>
Chippenham	9 Nov 2015	<p>The public health team have continued to work with the partnership on data and school engagement. Chippenham Child Poverty Forum was established in 2014 and reported to the Area Board. Oversight of the Reducing Child Poverty agenda is currently being reviewed.</p> <p>Activities on offer for children and young people in Chippenham included a ropes course, a youth café, parkour and canoeing taster sessions, a summer park programme, a girls group and a residential</p>

		<p>week at Oxenwood. A street dance group, world music workshops, mountain biking courses and outdoor youth groups also provided opportunities for young people to engage in positive, creative activities and a photography competition has been launched.</p> <p>The Riverbank Studios recording studios based at Olympiad was given £5,000 by the area board to continue to provide music sessions and allow young people access to affordable professional facilities. The Studios provides a local band and music development service for young people ages 13-19yrs, in the area. It works with young people to develop their music skills, and production skills.</p>
Amesbury	11 Nov 2015	<p>The Youth Network has met with local professionals to identify and discuss local priorities as follows: mental health; foodbank usage; SEND; domestic violence; and transport. The information was then discussed at an Area Board meeting and another conference is booked for February 2016 to pick up on continuing this work.</p> <p>The Youth Network were also approved several grants at the conference and the child poverty data was influential in securing the funding. The CYOs and CEM continue to use the child poverty profile to evidence the needs of Amesbury community with an aim to influence and inform decisions on grants, priorities including the Youth Needs Assessment and the JSA. The CEM has also contacted all of the Amesbury parishes to promote take up of smoke free signage for play grounds.</p> <p>To provide opportunities for young people to demonstrate the positive contribution they make to the community four separate youth groups have been set up and are supported by volunteers. The Local Youth Network and local volunteers are also running a local Blues 'n' Zuz disco which was set up by the police to provide a fun, safe, supervised and friendly environment where teenagers can socialise. Area board funding has provided wheelchair basketball for disabled young people, helping to ensure that all young people have the chance to get involved in sport.</p> <p>The CEM has met with the Community Champion at Tesco Amesbury and agreed that they will offer the youth providers with free fresh fruit at the end of shifts to be distributed during drop in sessions.</p>
Bradford on Avon	11 Nov 2015	<p>The Youth Forum was well attended by young people with most of the 50 attendees from St Laurence school and the youth centre. Discussion groups were held on a range of issues of interest to young people. Voting on priorities highlighted the need for a youth cafe; open mic music sessions for YP; floodlit astroturf facilities; better information and communication with young people through social media; and interest in volunteering through a 'time credits' scheme. Project ideas were reported to the BoA Local Youth Network Management Group to explore how these priorities can be progressed</p> <p>The CEM will include the local CP profile and revised delivery plans for Children's Centre services in the next agenda of the local Multi Agency Forum in order to unpack and discuss findings in more depth.</p> <p>There are now youth clubs and workers at Bradford on Avon and Holt, young curators at Wiltshire Music Centre and student counselling at St Laurence School. Initiatives, including the Iron Duke industrial heritage project, a summer holiday activity programme, Dance Back to 1914 and a youth forum, have all helped increase community engagement</p>

		<p>and activities on offer for young people.</p> <p>Schools in the area participated in the Road to Rio activity challenge during June and July 2017, reporting positive outcomes for those children who participated and the LYN funded a programme of summer activities during the school holidays.</p> <p>A youth-themed area board meeting at St Laurence school in November will receive updates on other youth activities and projects which are aiming to address the child poverty issues in our community.</p>
Tidworth	16 Nov 2015	<p>People in the area wanted to ensure it was easier for parents to make positive choices for their children. A child poverty group was set up to drive work forward and smoke free signage has been put up in local playgrounds.</p> <p>Reducing child poverty is a priority for the Tidworth Community Area and a full localised child poverty action plan is being developed at out bi-monthly steering group meetings. Activity has already started to meet the aims of the emerging plan.</p> <p>The Area Board has been engaging with partners such as Wiltshire Money and Home Start Kennet. Wiltshire Money are now providing a money management course in the Windmill Hill Children's Centre, while Home Start Kennet are providing a first aid course to parents to help prevent injury in the home.</p>
Devizes	23 Nov 2015	<p>The local priority was to increase opportunities available for young people and the LYN has been a success in Devizes with lots of projects being supported to create opportunities for young people. Projects include a young person's art competition and an opportunity for young people in Devizes to produce audio content and broadcast via their own popular podcast.</p>
Corsham	25 Nov 2015	<p>Local people were concerned about obesity rates at the end of primary school. To tackle the problem local schools are now running healthy eating programmes. Corsham Youth Council ran a survey to collect information about sports facilities for young people and a new programme of holiday sporting activities has been set up by a community group in Colerne, funded by the LYN. The group are designing a 'trim trail' adventure playground.</p> <p>New youth provision has been set up at Springfield Community Campus and will run every Friday offering activities and a safe place to meet. A counselling service, funded by the area board is providing support for young people and summer and school holiday's programmes are run at Springfield. Greensquare Housing has offered to fund their young residents to attend activities such as a basketball, football camp and Camp Activate.</p> <p>The area board has also supported the teenage help line, activities at the Pound Arts Centre and Go Active activities.</p>
Salisbury	7 Jan 2016	<p>People in Salisbury wanted to encourage investment in areas with high levels of deprivation. The LYN was set up with 12 young people from six different schools across the community area to help make recommendations to the area board on use of the youth budget. The LYN was formally launched in 2014 and over 60 community representatives attended the launch. The area board discussed the</p>

		<p>child poverty strategy in Salisbury and agreed to support the LYN to focus on areas of deprivation in two key areas.</p> <p>A wellbeing gym for 50 young people who are deemed to be vulnerable or at risk and a junior gym for around 100 young people aged 12 to 17 were both trialled, a toddler group soft play facility was funded and Salisbury's Teenage Market was launched. The Sound Emporium also secured £100,000 of funding to run a youth music project out of a disused cold war bunker in Harnham. The 'Dancing Back to 1914' project, for 11-19 year olds, a new Bike Hub (to teach safe cycling and good maintenance skills) in Bemerton Heath, and the Spurgeon's Young Carers initiative all received local funding.</p> <p>The public debate of data on child poverty at the area board meeting in January 2016 led to the setting up of a Child Wellbeing partnership group, which is chaired by Cllr Mary Douglas. This group is currently formulating an action plan, and its main focus will be on early years (0-5) and strengthening support for parents in the most deprived areas of the city.</p>
Calne	26 Jan 2016	<p>The community prioritised addressing child poverty and reducing childhood obesity. The Love Calne Love Clean Air group helped do this by promoting walking and cycling in its action plan and a local Beat the Street initiative got 24% of Calne's population out walking or cycling. Cooking for survival sessions were held for young people leaving home and for young carers and the Make Summer Matter project provided young people who had excluded themselves from education with support to get back into learning. The Media Mentors group delivered workshops to other young people, producing pieces of media that tackle body image messages, and Calne Running and Triathlon Team offered starter sessions providing young people with cheaper ways to exercise.</p>
South West Wiltshire	3 Feb 2016	<p>Local people wanted to do more to increase transport to outlying villages. The area board allocated funding to assist the purchase of community transport, primarily to support the delivery of youth activities. A new minibus is now in operation, run and managed by Zeals Youth Trust and used by other local community groups.</p> <p>The Area Board has commissioned 'Anybody Can Cook' to run a series of healthy cooking/eating sessions for young people across the area; sessions have already started and will be run in Mere, Tisbury, Wilton and the Chalke Valley.</p> <p>The Board is also looking to develop a partnership with Home Start South Wiltshire to enhance the awareness and support for parents of under-5s in the area. A meeting has been arranged on 29th September 2016 to explore this further and updates will be provided in due course.</p> <p>Seven parishes have put up smoke-free playpark signage.</p>
Royal Wootton Bassett and Cricklade	20 July 2016	<p>A themed area board meeting was held to confirm local priorities and from this a local child poverty action plan has been produced. Financial support has been offered to all schools in the community area to take part in the Healthy Schools programme and ABC cookery courses have been offered to The Rise Trust children's centres in RWB and Cricklade.</p> <p>Practical support has been provided to establish a network of toddler group leaders and to connect the group with the National Pre-School</p>

		<p>Alliance to help them to share ideas and experiences.</p> <p>The Wiltshire Council apprenticeships scheme has been promoted locally as well as the free learning opportunities available at the Manor House Enterprise Centre, RWB. Business advice is given to young people by experts at the Centre. The Area Board is working with the Greensquare Group and digi-champions in Cricklade to help people of every age to improve their ICT skills when seeking employment.</p>
Southern Wiltshire	1 st December 2016	<p>To increase support for children and young people there has been development of voluntary led youth clubs across Winterslow, Whiteparish, Lover, Old Sarum, West Dean and play parks at Landford, Nomansland and West Dean have also been upgraded to improve facilities for children. A community led reward scheme has encouraged volunteering in community.</p> <p>The Area Board planned to discuss the Child Poverty Profile in relation to the Community Joint Strategic Assessment in January 2017 and to identify priorities and actions accordingly.</p>