

Wiltshire

Reducing and mitigating the effects of Child Poverty

High level delivery plan 2011 - 2014

Objective	Activity	Indicators	Responsible/ Existing Action plan	Timeline
1. Provide support to 0-5 years olds in the most disadvantaged families	1.1 Deliver the Healthy Child Programme to all children aged 0-4 years according to need	1.1 Child development at 2 - 2.5 years - measure to be developed nationally in year	NHS Wiltshire Alison Bell	Launch June 2011
	1.2. Further develop the role of Children's Centres and other early years settings to support 0-5 year olds	1.2 Children's centres performance management against delivery of Core Offer. Other outcome measures yet to be defined by DFE	Wiltshire Council DCE Commissioning & Performance Gill Hanlan Schools and Learning Branch Plan	Ongoing
	1.3. Strengthen the links between health services and children's centres, to ensure a focus on the most vulnerable families and a strong outreach service	1.3 CAF monitoring / Number of families identified as partnership plus by Health Visitors quarterly	Wiltshire Council Annie Hunter NHS Wiltshire Alison Bell	Ongoing
2. Narrowing the educational attainment gap	2.1 Support and encourage the take up of free childcare places in early years settings for 2,3,& 4 yr olds	2.1 Number and Percentage of children aged 2 years old who are eligible for free child care vouchers who take up this offer	Wiltshire Council Stephanie Denovan Schools and Learning Branch Plan	Ongoing
	2.2 Schools and other educational settings continue to address the attainment gap across all ages to ensure that children and young people have the education and skills they need for life	2.2 Schools take up of training of specialist teachers for 'every child programme' Numbers of children receiving 'every child programme' interventions.	Wiltshire Council Stephanie Denovan Early years settings and schools	Ongoing

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		Key Stage 2 and 4 Free School Meals attainment Gap indicators	Schools and Learning Branch Plan	
	2.3 Parental engagement with their children's educational progress: <ul style="list-style-type: none"> Reinforce parental involvement through Gateway panels (CAF) Promote good practice examples 		Wiltshire Council Early years settings and Schools	Ongoing
	2.4 Use innovative activities to shift young people's aspirations, through the use of bursaries, work experience, school visits from ex students who have gone on to higher education / apprenticeships etc... For 18-24yr olds this will be picked up through activity in 3.1 below.		Wiltshire Council 13/19 commissioning strategy and implementation plans	Ongoing
	2.5 Understand the reasons behind school absenteeism and indentify vulnerable children through this mechanism of engagement	2.5 Number of young people by secondary school with CAF generated as a result of frequent absenteeism Persistent absence rate in secondary schools	Wiltshire Council Stephanie Denovan Schools Schools and Learning Branch Plan	Ongoing
3. An inclusive Wiltshire with an appropriate job for everyone and economic opportunity for all	3.1 Implement Wiltshire Work and Skills Plan	3.1 Number of families with parent(s) reported as long term unemployed – to be developed	Wiltshire Council Haylea Fryer Wiltshire Work & Skills Plan	Ongoing
	3.2 Tackle financial exclusion - including education on financial management and budget prioritisation, debt care pathway for each community area, advice on benefits, affordable credit and training for front line workers	3.2 to be developed	Wiltshire Money Children's centres	Ongoing
	3.3 Develop the sustainability of Wiltshire Advice Line for people needing urgent advice on finance on debt	Advice Line continues to be in place Improve call handling May 2011 – 1100 calls per month, 57% answered and 85% dealt with at first point of contact.		To be reviewed Autumn 2011

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4.Consolidated, geographic approaches to child poverty	4.1 Explore use of data sharing agreement to ensure better data to enable targeting of geographical approaches	4.1 Improved information sharing	Revs and bens / DWP	Autumn 2011
	4.2 Ensure that Multiagency forums are briefed regarding the child poverty issues in their areas to enable them to raise awareness	4.2 Briefing distributed	Wiltshire Council Locality Commissioner	Autumn 2011
	4.3 Continue to promote integrated working across services in specific areas	Check completed for an area to use to inform good practice and for use as self assessment tool for other areas	Wiltshire Council Locality Commissioner	Sept – Dec 2011
	4.4 Explore possibility of using modified health trainers / family mentors / peer support pre school to improve healthy lifestyles in targeted areas		NHS Wiltshire Alison Bell	By April 2012
5. Keep child poverty in the spotlight	5.1 Local partners, including the private sector, to sign up to a charter to reduce child poverty	Signed Charter in place	Wiltshire Council Lynda Cox	By Dec 2011
	5.2 Improve the collection and analysis of information to better inform this strategy and its delivery plan		NHS Wiltshire Alison Bell Wiltshire Council Lynda Cox	Ongoing
	5.3 Create a multiagency child poverty task group, accountable to the CYP commissioning executive	Group in place meeting twice yearly to monitor progress/adjust this delivery plan	Children & Young People's Trust Commissioning Executive	Sept 2011
	5.4 Explore the possibility of creating a family friendly employer award		Haylea Fryer Wiltshire Council	By April 2012