

### Child Poverty Action Plan

Child Poverty Strategy Objective	Outcomes	Action / Outputs	Resources/Lead	Monitoring	Progress
Priority 1: Develop Neighbourhood-focused approaches					
<p>Local Access Points - <i>Tilbury St Chads and Tilbury Riverside and Thurrock Park will be focused on in year 1 of 5 years. With subsequent wards in the following years based on ward data</i></p>	<p>All Community Hubs, Children Centres and relevant venues will provide advice services around moving “out of poverty”</p>	<p>Review of current activities and info. Focus on CPov in those first two areas Sessions, Training and promotion delivered</p>	<p>Dave Petrie, Liz Morrison, Hub Managers, CC Managers</p>	<p>6 monthly reviews on info and impact</p>	<p>Ongoing – review due in next reporting cycle.</p>
	<p>Mobile Delivery through a multi agency approach will target LSOA’s with high levels of CPov to provide advice and sign posting</p>	<p>Agencies brought on board. Venues, transport and resources procured Staggered delivery within LSOA’s</p>	<p>Dave Petrie, Department Heads and Agencies</p>	<p>After delivery, Review of initial impact and then 3 month assessment</p>	<p>Ongoing – review due in next reporting cycle.</p>
	<p>Virtual Neighbourhood approaches explored around access and information online</p>	<p><i>Opportunity for Every Child</i> launched on Thurrock Website with appeal for volunteers.</p>	<p>D Petrie, Steve Rigden, Pixel Works Community Hubs</p>	<p>6 monthly reviews on info and impact</p>	<p>Ongoing – review due in next reporting cycle.</p>
	<p>Youth Offer to include advice services across all delivery sites within identified areas</p>	<p>Research into online delivery and information. Consultation with families on most accessible access points. Work with local agencies to ensure either promotion or creation of online presence. Youth Cabinet to support yp consultation</p> <p>Youth bus to deliver a roadshow type of service to identified areas?</p>	<p>D Petrie, IT Team, Local Agencies, Youth Cabinet</p> <p>Wendy Warman, D Petrie</p>	<p>3 monthly reviews</p> <p>Annual Review of impact and feedback</p>	<p>Ongoing – review due in next reporting cycle.</p>

<p>Local Partner/Public Meetings/Consultations</p>	<p>Departmental Meetings held to launch and advise of CPov strategy and challenge</p> <p>Local Partners Meetings held to launch and advise of CPov strategy and challenge</p> <p>Community consultations held in top 5 wards at suitable locations to launch, advise and gain support and guidance on the CPov Strategy and Challenge</p>	<p>Departmental Presentation created and delivered with buy in from all senior managers.</p> <p>Agency presentation created and delivered with buy in from all relevant agencies</p> <p>Public Presentation and consultation created and delivered. Vol group focused on CPov to support consultations and ongoing promotion Youth Cab to support creation of yp consultation in schools etc</p>	<p>D Petrie, M Lucas, Departmental Heads</p> <p>D Petrie, M Kelly, Agencies, Businesses</p> <p>D Petrie, Vol Groups, Agencies, Children Centres, Hubs</p>	<p>Quarterly updates and impacts from departments</p> <p>Annual review and evaluation between partners</p> <p>Ongoing evaluation after each event and review after 1 year</p>	<p>Fairness commission recommendations of regular community surveys to feedback and hear communities views from 2016 to be embedded</p>
<p>Staff, Volunteers and Young People Trained in CPov</p>	<p>All Front Line Services have trained staff to support/signpost families in CPov</p> <p>All Volunteers are trained to support/signpost families in CPov</p> <p>CPov Training to be integral in all TC and Voluntary Sector Induction Training for staff/volunteers + young people inc Youth Cab</p>	<p>Relevant FL Staff and Volunteers identified. CPov training created and delivered.</p> <p>Training also embedded into induction training where appropriate.</p> <p>Initial targeted delivery of support in top most CPov wards.</p>	<p>D Petrie, Training Department, Heads of Service, Voluntary Sector Heads, Volunteers</p>	<p>Evaluation after each training session.</p> <p>6-12 month Case studies used to look at impact from Vol training</p> <p>Quarterly Feedback group sessions to gauge impact and issues</p>	<p>More than thirty parents have received introductory training to act as volunteers in children's centres. This has included training in understanding and identifying child poverty. Three parents, now active volunteers have undertaken introductory training in welfare benefits. This will be cascaded to other volunteers who will act as advisers, on basic welfare rights</p>

					to other children's centre users. The parent group as a whole has established a community group – the Inspire Family College – to act to address and mitigate child poverty through learning activities and practical projects e.g. toy library
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Priority 2: Create Pathways into Employment					
Extend the Wishes Programme in partnership with Jobcentre Plus	<p>Lone Parent families with 3 or more children prioritised within the programme based across Children Centres in the Borough</p> <p>Each family has a tailored plan to assist transition into employment via JC+</p>	<p>Wishes Co-ordinator to identify families and target support</p> <p>Meetings held with JC+ to ensure partnership agreement and review current support packages for those families in CPov</p> <p>Link with Thurrock Careers and Social Care to ensure young parents are engaged</p>	D Petrie, Jo Doyle, Job Centre Plus, Children centre Managers	<p>Annual Wishes review to reflect impact and outcomes</p> <p>6 monthly reviews with JC+</p>	Lone parents prioritised through Wishes Criteria. Each parent taken onto the Wishes programme receives a tailored Individual Learning Plan, according to their learning needs. Referrals are made from JC+ where applicable and Wishes refers back to JC+ for CV and employability skills when time is right for parent to return to work
Cross Borough Multi Agency (Employment and Training) Strategy	Multi Agency Conference convened with clear buy in and	Agencies/Partners identified. Conference organised and delivered utilising IT to engage	D Petrie, M Lucas, T Bright, K Kozlova-Boran,	Event Evaluation and feedback sessions	

<p>to shape local access for opportunities</p>	<p>actions to consider radical ways of take up of FE and Employment</p> <p>All Community Hubs and Wards have local accessible Job and Training Fairs</p> <p>Retired skilled workers acting as volunteer for development clubs and as mentors</p> <p>Establish and build upon partnership of Thurrock careers and Children's Centres in targeted work with Teenage parents</p>	<p>and capture feedback and support – repeated to ensure feedback and update</p> <p>Vols to establish best date, time, location, promotion and accessibility for fairs. Carried out over 2 days with CC support</p> <p>Links with Thurrock Council HR/CVS/Time Bank to identify and recruit workers to share skills and promote in relevant areas</p> <p>Identify and initiate CEIAG support to teenage parents in Children's Centres with the aim to reduce NEET teenage parents as well as increase Care to Learn take up</p>	<p>Community Hubs, Volunteers, Job and Training Agencies</p> <p>Dave Petrie, HR, CVS, Time Bank</p> <p>KKB</p>	<p>Event Evaluation and feedback sessions, Case Studies of impact</p> <p>Annual review on take up and skills offered</p> <p>Monthly reviews</p>	<p>Thameside Primary has just completed Job Fair for young children on their prospects, awaiting feedback</p> <p>Thurrock Careers have appointed a new lead for Teenage Parents who will be renewing work with teenage parents in Children's centres. Conversations with UEL about possible partnership working.</p>
<p>Continue and extend current Community Engagement Programme focusing on Social Enterprise opportunities for public services</p>	<p>Successful Transition of Youth Engagement Services into Staff Mutual</p> <p>Accessible Promotion, training/support to local start up businesses with focus on those families in CPov</p>	<p>Staff Survey, Consultation and validation from new cabinet, Legal and Unions sign off and transition</p> <p>Establish links with local projects e.g. Princes Trust to establish current base line and develop action plan</p> <p>Consider scope for developing key public service social</p>	<p>Michele Lucas, Carmel Littleton,</p> <p>Dave Petrie, Princes Trust, Banks, Training providers</p>	<p>Monthly review</p> <p>Annual review</p>	<p>Completed O and S meeting and working with Cabinet to confirm all party agreement and execution</p> <p>Initial discussions had with Princes Trust to link in with their "Get Into" programmes</p>

		enterprises e.g. accessible crèche service or food- growing projects or community cafes in children’s centres and other publicly owned venues			
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Priority 3: Maximise Income and Raise Living Standards					
Increase the commitment from employers to the “Living Wage” for those in the Borough	Increased percentage, year on year of companies in the borough adopting the “Living Wage”	Collate data on baseline wages in the borough. Identify employers within the threshold and work with each to adopt Living Wage over next 5 years.	Dave Petrie	Annual review of percentage increase	Ongoing – review due in next reporting cycle.
	Increased take up of training promoted in businesses to assist those identified as in-work poverty	Utilising above data, to promote current training opportunities and to research current needs of employees to adapt current offer	Dave Petrie, Training providers, Employers	Annual review of training audit	Ongoing – review due in next reporting cycle.
	All contractors/sub contractors are committed to “Living Wage” as per the SV Framework	Audit all contractors lists within Council and work with each to ensure this element is being abided with	Dave Petrie, Contracts and Performance, Contractors, Sub Contractors	Inclusion within Annual Commissioning Audit	Ongoing – review due in next reporting cycle.

<p>Clear Local Advice and guidance on impacts of financial capability and benefit caps (particularly one-parent and larger families)</p>	<p>Community Hubs and local venues promoting advice, training and support to benefits, entitlements, tax credits and budgeting</p> <p>Protocol in place for workforce to effectively respond to families in those identified areas with acute needs due to reduction or stoppage of benefits</p> <p>Robust data on the impact of welfare cuts and the benefit cap on families with dependent children.</p>	<p>Review of local and social media promotions (with qualitative research from local families). Promotional strategy adopted by Hubs and Venues highlighting advice and support</p> <p>Staff and volunteers operating in schools, children's centres and community hubs and associations trained to offer advice and signposting</p> <p>Review previous case studies and impacts on their situations. Review current responsive protocols and look to establish effective response</p>	<p>Dave Petrie, Community Hub and CC Managers, JC+ Online providers</p> <p>Dave Petrie, Community Hub and CC Managers, JC+ Online providers</p>	<p>Annual review with case studies and feedback sessions</p> <p>Annual review with case studies and feedback sessions</p>	<p>Children's centre volunteers are aware of child poverty and contribute to signposting to relevant services. A new volunteer role – to encourage low-income families to take up the offer of free early education for their two year olds has been developed</p>
<p>Build upon current food/fuel poverty initiatives through education, support and alternative strategies</p>	<p>Continued support of Food Banks and Healthy Start Vouchers</p> <p>Increased educative offers of cooking and food in more front line delivery sessions</p> <p>Exploration regarding food-buying coops, food wastage from local stores</p> <p>Clear baseline for</p>	<p>Link with Finance Department to ensure continued initiatives in place and link to CPov families</p> <p>Ensure Children Centres and front line workers are promoting one off and on-going events in the borough. Youth Offer to include events as standard delivery each year.</p> <p>Research with Food Banks and other national co-ops to establish borough wide food saving programme</p> <p>Establish organisations that hold</p>	<p>Dave Petrie, Finance, Benefits, Children Centres</p> <p>CC Managers, Social Work</p> <p>Dave Petrie, Food Banks, Super Markets and Shops</p> <p>Dave Petrie, DWP, Benefits Office, Thurrock council</p>	<p>Annual review</p> <p>Annual review within CC reviews</p> <p>To Be Confirmed</p>	<p>Fairness Commission want to review single equality scheme with the 3 main focuses from 2016 –</p> <ol style="list-style-type: none"> <li>1-Access to services – e.g. health care, school placements, physical access</li> <li>2-Poverty and austerity, including child poverty</li> <li>3-Building cohesion and creating welcoming communities</li> </ol>

	families identified in fuel poverty and energy conservations issues	data and link. Once established then look at current borough wide aspect and focus on those high need areas			
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Priority 4: Support Parents/Carers to Upgrade their Skills					
Reduce the % of adults without qualifications to at least the national average	<ul style="list-style-type: none"> <li>A robust system is in place to collect and monitor participation and achievement data relating to adults undertaking Skills for Life and Level 1, 2 and 3 courses in key LSOAS</li> </ul>	<p>Thurrock Community College and other training bodies provide small (LSOA) are analysis (based on postcodes) of enrolments/ retention and achievement among adults for 2012-2015</p> <p>Local employers asked to provide data towards an audit of workplace training opportunities</p> <p>Wishes brand enlarged to include job clubs and all accredited and non-accredited courses in children's centres. Primary schools engaged as partners in the development of Wishes for the parents of school age children. "Light-touch" support for Wishes learners at or above Level provided by volunteers trained for this purpose</p>	<p>Dave Petrie, TACC, INGEIOUS, SEETEC</p> <p>Dave Petrie, Employers, Employability and skills Team</p> <p>Dave Petrie, Michele Lucas</p>	Nov 2015	<p>Ongoing – review due in next reporting cycle.</p> <p>Ongoing – review due in next reporting cycle.</p>
	Training providers target CPov identified families accessing Skills for Life and Levels 1 and 2 and 3	Children's centres, health clinics, employers and community hubs asked to participate in short	Dave Petrie, Children Centres, Hubs, Health Clinics, Employers		Ongoing – review due in next reporting cycle.
	Completed Research in				

	<p>12 most deprived areas identifying barriers for adults to entering education or skill based learning</p> <p>Twenty trained Volunteers in Literacy and Numeracy mentoring Parent-led study groups in or attached to all Thurrock children's centres</p>	<p>surveys in key target areas</p> <p>Wishes project extended to include one to one volunteer literacy support. TACC, Ngage, schools, children's centres and community hubs approached to help recruit volunteers.</p> <p>Current children's centre parent volunteer group developed as a pilot for parent led study groups or family colleges</p> <p>Youth Offer programmes to include a % of accredited programmes to reduce level of unqualified future adults.</p>	<p>Dave Petrie, Michele Lucas</p> <p>Capacity, Children Centres, Volunteers</p> <p>Wendy Warman, Dave Petrie</p>		<p>Ongoing – review due in next reporting cycle.</p> <p>Ongoing – review due in next reporting cycle.</p> <p>The Family College formed by the children's centre volunteers is conducting a consultation across all directly managed children's centres to identify learning needs and to identify other parents interested in acting as learning facilitators. Volunteers are already facilitating groups for other parents – on play and learning, groups for parents whose first language is not English and volunteers have also</p>
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					<p>undertaken to act as Wishes mentors.</p> <p>Some members of the group have offered themselves as adult literacy volunteers and contact has been made with TACC to arrange appropriate training.</p>
Reduce barriers for parents at Level 2 to upgrade their qualifications	<p>Assessment and action plan completed to identify all those at Level 2 or below</p> <p>Borough wide strategies in place with Local companies and Job Centre + to ensure In work poverty is reduced through training opportunities for those families in need</p>	<p>TACC and other training providers asked to conduct sample survey of adults with dependent children on exit from Level 2 courses/qualifications</p> <p>Establish meetings with all associated companies to discuss individual impact to Child Poverty strategy and how to embed in current business plans</p>	<p>TACC, Ngage, Ingeous, Seetec</p> <p>Dave Petrie, Various organisations</p>		<p>Ongoing – review due in next reporting cycle.</p> <p>Ongoing – review due in next reporting cycle.</p>
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<b>Priority 5: Continue to Narrow the Gap in Achievement between Children on Low Incomes and Children from more Affluent Families</b>					
All children receive good quality early education and childcare	Proportion of childcare providers on non-domestic premises receiving a "good" or "outstanding Ofsted" is	Provide high quality and targeted support to achieve continuous improvement	Schools Improvement team, Children centres, Nurseries	Annual review and 6 month updates	Ongoing – review due in next reporting cycle.

	at least as good as the national average				
Continue to ensure all primary and secondary schools achieve at least a "Good" Ofsted judgement		Provide high quality and timely CEIAG in secondary schools and academies, thus enhancing the schools' offer to the YP and evidencing this for Ofsted	KKB to continue with the same level of Traded Services offer in the borough	Annually	
Monitored use of Pupil Premium to ensure disadvantaged students are raising their attainment and aspirations	<p>Increase in the proportion of FSM pupils achieving Level 4 and above At Key Stage 2 and achieving full GCSE Level 2</p> <p>Use of Pupil premium to provide family learning and other home-based support for children's learning</p>	<p>If possible to raise awareness of utilising PP for Youth Offer and wider Inspire activities.</p> <p>Usage of Pupil Premium to support CEIAG activities in Primary Schools across the borough; in some cases looking at providing targeted support to the most vulnerable children in Year 5-6</p> <p>Link with all schools to build on ways like Thameside Primary example</p>	<p>Wendy Warman, Schools, Michele Lucas</p> <p>KKB to establish partnerships with Primary Schools to deliver this piece of work and at the same time to increase traded offer</p> <p>Dave Petrie, Michele Lucas, Schools</p>	<p>Termly</p> <p>Annually</p>	<p>Ongoing – review due in next reporting cycle.</p> <p>Ongoing – review due in next reporting cycle.</p> <p>Ongoing – review due in next reporting cycle.</p>
Examine and monitor Admissions policies to ensure unduly clustering or segregation	Analysis of segregation in Thurrock schools completed	Establish links with administration management to discuss impacts and how we could shape this to allow the reduction in CP	Dave Petrie, Michele Lucas, Admissions team	Annual review	Ongoing – review due in next reporting cycle.
Increase in Social Mobility	Proportions of young people gaining qualifications at levels 3 and 4 at least as good as the national average.	<p>Poss short training sessions at the Youth Hub.</p> <p>Establish and promote links with HE providers</p>	<p>Youth Workers and Thurrock Careers</p> <p>KKB to enhance the</p>	Annually	Ongoing – review due in next reporting cycle.

	Proportion of young people receiving Free School Meals moving into higher education at least as good as the national average	Link with Schools data and Thurrock Careers, Colleges to understand current data and build on this for next 3-5 years	partnership work with UEL  Dave Petrie, Thurrock Careers, Colleges, Data Team	Annually	Ongoing – review due in next reporting cycle.
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<b>Priority 6: Support the Health of Children Affected by Poverty and Reduce Inequalities in Health Outcomes</b>					
Continue to promote and monitor health eating programs in Schools and Children Centres	Schools and Children Centres can show evidence of reduced health related issues in children and families	Youth Offer Health and Fitness programmes as standard delivery.  Children's centre volunteer group deliver healthy eating/cooking on a budget programmes	Children Centres, Schools, Youth Workers	6 month reviews of impact after baseline data collated	Ongoing – review due in next reporting cycle.
Working in partnership with close proximity Food Outlets to promote healthier options and information	Food Outlets provide clearer information and support to customers regarding their food choices	Start relationships with small group of traders in those identified areas of obesity and track development and change in families during trial period	Dave Petrie, Traders, Health	6 months and 1 year reviews	Ongoing – review due in next reporting cycle.
Continue promoting and monitoring Breast Feeding benefits to families on low income	Breast feeding is incrementally increased	Establish link with Children Centres, Nurseries, Health team and Teenage Parents group to ensure current levels and agree cross borough targets	Children Centre Managers, Public Health,	Annual Reviews in line with local data sets	Ongoing – review due in next reporting cycle.
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Priority 7: Provide Suitable Housing and Prevent Homelessness					
Continue to deliver and develop high quality housing and services	Suitable high quality housing is provided to families and young people in the borough	<p>Continue to support families in maximising their income through the work of the financial inclusion services.</p> <p>Support care leavers and vulnerable young people to secure suitable accommodation through the use of the essential living fund.</p> <p>Joint working with Children's services to ensure adequate provision of emergency and intermediary housing is provided.</p>	Strategic Lead Housing	6monthly and yearly reviews	Ongoing – review due in next reporting cycle.
Develop residents skills and networks through Housing volunteering opportunities	Provide access to opportunity to support young people with barriers training, education, and work	Continue to prioritise the delivery of training, apprenticeships and job opportunities through social value obligations.	Head of Housing – Investment and Development	6month and yearly reviews.	Ongoing – review due in next reporting cycle.
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Priority 8: Remove Transport Barriers					
Embed CPov Strategy in the Transport Business plan whilst removing additional family transport barriers	Evidenced outcomes of CPov embedded within plans	<p>Review of Transport Business Plan and links with CPov strategy.</p> <p>Review consultations around transport to ensure access is available and promoted</p>	D Petrie, Transport Head	Annual Review linked with policy update reviews	Ongoing – review due in next reporting cycle.

	<p>Feasibility research concluded on volunteer driving instructor programme</p> <p>Car/Minibus Sharing and volunteer programme within 12 most disadvantaged areas</p>	<p>Conduct feasibility research in programme and explore all insurance, safety aspects whilst linking in with local Test centre</p> <p>Conduct feasibility research into sharing programme and explore national outcomes to develop local framework</p>	<p>D Petrie, CVS, Transport department</p> <p>D Petrie, CVS, Transport department</p>	<p>6 month review plus case studies to ensure impact</p> <p>6 month review plus case studies to ensure impact</p>	<p>Ongoing – review due in next reporting cycle.</p> <p>Ongoing – review due in next reporting cycle.</p>
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<b>Priority 9: Family Well-Being</b>					
Review of MASH and ongoing monitoring of its impact on those families in need	Identifiable CPov outcomes for those families through MASH and delivery/support altered based on feedback from families	<p>Establish MASH engagement and current CPov families. Establish better link with current Youth Offer activities to reduce CPov</p> <p>Work to embed CPov KPI's within the outcomes of the MASH model</p>	D Petrie, MASH Coordinators, Data Team	6 month review plus case studies to ensure impact	Ongoing – review due in next reporting cycle.
Alternative Opportunities for Volunteers around safeguarding	All Volunteers in the borough have access to all safeguarding and all aspects of “health” training	Establish current opportunities and baseline for all vols and work with a range of training providers to create a set approach for all	D Petrie, HR, CVS, Training Department, Voluntary sector, training agencies	Annual review	Ongoing – review due in next reporting cycle.
Ensure and monitor seamless and co-ordinated support across agencies for Children with disabilities	All families with children with disabilities identified in CPov have a clear time lined plan to address their	Identify CPov families with disabilities and consult on current needs and factors to alleviate them from CPov	D Petrie, Sunshine Centre, Social Care, JC+	Annual Review, linked with the support workers reviews plus case studies	Ongoing – review due in next reporting cycle.

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Priority 10: Work Together to Share Information and Maximise Impact					
Develop and share Knowledge Base between Organisations	Collation of all agencies, events and feedback from communities and shared over an online process	Work with all agencies and Communities to look at easiest and most accessible way of sharing knowledge, skills and opportunities	D Petrie, Pixel Works, Agencies, Volunteers, Thurrock Fairness Commission	On-going Review with Annual Updates and on-line feedback	Ongoing – review due in next reporting cycle.
All Policy and Procurement procedures to ensure commitment to CPov Strategy	Review of all Policy/Procedures and embedment of CPov Strategy	Ensure all heads have reviewed their policies to highlight where the CPov strategy is included	D Petrie, Heads of Service, Commissioning team	Annual Review linked with policy update reviews	Ongoing – review due in next reporting cycle.
Develop Strategy and delivery of Public Information packages around CPov issues	Physical and online information with focussed events and trained staff/volunteers providing info packages of support	Review of current online packages. Strategy created through review and consultation with identified families. Creation of “bite sized” infomercial’s utilising community to present and promote Youth Offer (Art space) to produce another short film.	D Petrie, Pixel Works, Community, Volunteers  Youth Workers	On-going Review with Annual Updates and on-line feedback  April 2016	Ongoing – review due in next reporting cycle.