

Plan on a Page: Impact of poverty on children, young people and families (2022-2023)

Vision: Children, young people and families have the resources to meet their basic needs, including accessing opportunities to take part in society

Priorities

1. To understand the level and impact of poverty on children, young people and families in County Durham in order to better target support and resources
2. Practitioners across the County Durham Partnership have the skills and knowledge to identify and support children and families affected by poverty at the earliest opportunity
3. Promote social inclusion to ensure all children, young people and families have access to culture, leisure, sport and wellbeing activities.
4. Raise aspirations and resilience of children and young people making the move into further education, training or employment

Outcome Measures: How we will know if we have been successful?

- a. Local and national data and intelligence along with feedback from children, young people and families will ensure we have an accurate understanding of the level and impact of poverty for children in our neighbourhoods across County Durham.
 - b. We will have a set of key measures of poverty across County Durham.
 - c. Communications will be streamlined and coordinated through the CPWG.
- a. We will deliver 'Cutting the Cost of the School and Pre School Day' programme to an additional 50 schools/ colleges/nurseries in communities in top 30% deprived neighbourhoods.
 - b. A minimum of 500 number of staff registered to use the new AiCD portal and report on usage.
 - c. Financial ability training will be delivered to 200 key stakeholders working directly with children and families
 - d. We will increase the uptake of FSM with eligible families from 76% to 80% in line with regional uptake
 - e. We will increase the take up of Healthy Start Vouchers target to be agreed by Health Weight Alliance
- a. 50,000 children will access the County Durham 'Fun and Food' programme in 2022.
 - b. 25,000 children will access free swimming sessions in 2022.
 - c. Co-production activities with children, young people and parents will inform a plan to provide accessible leisure, cultural, sporting and wellbeing activities
- a. Achievement gap between pupils eligible for free school meals and their peers at GCSE is reduced (target to be agreed);
 - b. We will reduce the proportion of young people who are NEET to 4.5% and the proportion of young people whose destination is not known to 1.0% by 2022-23.
 - c. We will deliver Work Related Learning and Enterprise activities to 3,500 primary and secondary students during each academic year.
 - d. We will provide transition support to 900 Year 10 and Year 11 identified secondary school students during each academic year

Actions: What are we going to do?

- 1.1 National and local Child Poverty data and intelligence, hosted on Durham Insights will be analysed and shared to help inform and target service developments.
 - 1.2 We will report and monitor against the set of agreed poverty measures which impact on children.
 - 1.3 We will raise the profile through a targeted communications and marketing plan to promote accessible and relevant information to families and key stakeholders.
- 2.1 Utilising the THRIVE Model refresh the 'Cutting the Cost of the School Day' and 'Pre-School Day' resources for all schools and deliver a targeted programme to an additional 50 schools/colleges/nurseries.
 - 2.2 Train all OPS,CSC, HDFT, CDDFT/VCS and commissioned services staff working directly with children and families to use the new AiCD portal;
 - 2.3 Financial ability training will be targeted at and accessed by key stakeholders working with CYP&F.
 - 2.4 Work with key partners and through co-production with children and families to develop and implement a programme to increase the uptake of financial support including Free School Meals available to families.
 - 2.5 In collaboration with the Healthy Weight Alliance group we will develop a promotional campaign to increase the uptake of Healthy Start Digital Card to eligible families.
- 3.1 Implement a coordinated countywide 'Fun and Food' programme in line with DfE expectations and community need including during half term holidays.
 - 3.2 Source sustainable funding to provide a 'Fun and Food' programme during half term holidays.
 - 3.3 Utilising the Approach to Wellbeing model to develop and implement an approach to promoting social inclusion for children, young people and families to facilitate accessible leisure, cultural, sport and wellbeing activities.
- 4.1 Durham Works will provide support to young people who are NEET to progress into sustained education, employment and training pathways, including Apprenticeships;
 - 4.2 Durham Works will provide specialist careers advice and pathways for Looked after Children, Care Leavers and SEND to enable young people to realise their aspirations;
 - 4.3 Durham Works will deliver Work Related Learning and Enterprise activities in primary and secondary schools;
 - 4.4 Durham Works Programme for Schools will support students in Years 10 / 11 who are identified at risk of becoming NEET in secondary schools (including special schools and alternative education providers);
 - 4.5 Durham Enable will support individuals who have learning, physical and mental health barriers to access employment.
 - 4.6 We will consult with young people who are NEET to understand their barriers to progressing into education, employment and training, in order to ensure our support offer meets their needs.

Enabling Factors: What will make our outcomes possible

We will apply the **County Durham Wellbeing Approach principles** to all work of the Child Poverty Working Group
 We will apply the **THRIVE model** to ensure proportionate and tailored response to service design and delivery
 Whole system approach to ensure effective interventions. Workforce development based around making every contact count
 Strong leadership and leading by example across all areas e.g. councillors, leaders, education.
 Connecting with our communities through County Durham Area Action Partnerships

Action Plan: To address the impact of poverty on children, young people and families

Meeting: Child Poverty Working Group 2022/23

Date: April 2022

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Ref	Action	Timescale	Progress	RAG
1.1	National and local Child Poverty data and intelligence, hosted on Durham Insights will be analysed and shared to inform and target service developments.	Mar 23	Quarterly update presented to CPWG	
1.2	We will report and monitor against the set of agreed poverty measures which impact on children.	Mar 23	John M to collate and share poverty measures	
1.3	We will raise the profile through a targeted communications and marketing plan to promote accessible and relevant information to families and key stakeholders.	Mar 23	Quarterly review and refresh of webpage	
Ref	Action	Timescale	Progress	RAG
2.1	Utilising the THRIVE Model refresh the 'Cutting the Cost of the School Day' and 'Pre-School Day' resources for all schools and deliver a targeted programme to an additional 50 schools/colleges/nurseries.	Sept 23	April 22 106 schools undertaken training to date Target: additional 50 schools/colleges/nurseries. Progress: AY/LD/SD/JN/KW to review and bring to grp outline model. Co- production through Fun and Food programme summer 2022.	
2.2	Train all OPS,CSC, HDFT, CDDFT/VCS and commissioned services staff working directly with children and families to use the new AiCD portal	Mar 23	Target: 500 stakeholders across OPS/CSC HDFT/CDDFT Progress: Awaiting launch of new portal OPS staff trained to use current version.	
2.3	Financial ability training will be targeted at and accessed by key stakeholders working with CYP&F.	Mar 23	Target: 200 staff/volunteers Progress: CW to contact DT to plan to deliver these sessions	
2.4	Work with key partners and through co-production with children and families to develop and implement a programme to increase the update of financial support including Free School Meals available to families.	Sept 23	Target currently 76% 2022/23 target 80%	
2.5	In collaboration with the Healthy Weight Alliance group we will develop a promotional campaign to increase the uptake of Healthy Start Digital Card to eligible families.	Mar 23	Set target increase	
Ref	Action	Timescale	Progress	RAG
3.1	Implement a coordinated countywide 'Fun and Food' programme in line with DfE expectations and community need including during half term holidays.	Dec 22	Target:50,000 PA in 2022	
3.2	Source sustainable funding to provide 'Fun and Food' programme during half term holidays.	May 22	Request made to PAG for 150k for May and Oct 22 half term holidays	
3.3	Utilising the Approach to Wellbeing model to develop and implement an approach to promoting social inclusion for children,	Sept 2022	Working group in place. Consultation completed. Project resource from PH secured. Working Grp progressing actions	

	young people and families to facilitate accessible leisure, cultural, sport and wellbeing activities.		Fully understand the findings from recent consultation which asked children, young people and adults, many of whom currently do not participate in leisure activities, about the barriers preventing them from becoming more physically active and identify actions to address some of the issues highlighted. CS&T physical activity framework and Service Plan in development stages to prioritise resources to address barriers around affordability.	
Ref	Action	Timescale	Target and Progress	RAG
4.1	Durham Works will provide support to young people who are NEET to progress into sustained education, employment and training pathways, including Apprenticeships;	Mar 23	Target:	
4.2	Durham Works will provide specialist careers advice and pathways for Looked after Children, Care Leavers and SEND to enable young people to realise their aspirations;	Mar 23	Target: NEET to 4.5% and not known to 1.0%	
4.3	Durham Works will deliver Work Related Learning and Enterprise activities in primary and secondary schools;	Mar 23	Target: 3,500 students	
4.4	Durham Works Programme for Schools will support students in Years 10 / 11 who are identified at risk of becoming NEET in secondary schools (including special schools and alternative education providers);	Mar 23	Target: 900 Year 10 and Year 11 students	
4.5	Durham Enable will support individuals who have learning, physical and mental health barriers to access employment.	Mar 23	Target:	
4.6	We will consult with young people who are NEET to understand their barriers to progressing into education, employment and training, in order to ensure our support offer meets their needs.	Mar 23		