

# 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. 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. Deliver Work Related Learning and Enterprise activities to 3,500 students during each academic year.
- d. 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