

Plan on a Page: Impact of poverty on children, young people and families (2023-2024)

Aim: The Child Poverty Working Group aims to use all available resources to help prevent, reduce, and mitigate the impact of poverty on children, young people and their families in County Durham.

Priorities

1. To understand the current level and impact of poverty on children, young people and families in County Durham in order to better target support and resources

2. All those who have contact with C, YP and F in County Durham 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 health, educational and wellbeing activities which build resilience and supports children and families to thrive

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 quantitative and qualitative 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. We will have a communication strategy which reduces the stigma of poverty and promotes access to support

- a. We will deliver 'Cutting the Cost of the School and Pre School Day' programme to an additional 50 nurseries and 75 schools/ colleges in communities in top 30% deprived neighbourhoods.
- b. 500 multi-agency staff are registered to use the new AiCD portal and report on usage.
- c. Financial ability training will be delivered to 200 key stakeholders/partners who work/have contact 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 from 74% to 78%.

- a. 50,000 children will access the County Durham 'Fun and Food' programme in 2023. 50 % on FSM
- b. 25,000 children will access free swimming sessions in 2023/24.
- c. We will establish a Parent and Carer Panel
- d. Children and families have access to range of activities available in and through all Family Hubs in County Durham
- e. Parents have access to digital information about health, educational and wellbeing

- a. DurhamWorks provide support to young people who are NEET to progress into sustained education, employment and training pathways, including Apprenticeships;
- b. DurhamWorks provide specialist careers advice and pathways for Looked after Children, Care Leavers and SEND to enable young people to realise their aspirations;
- c. DurhamWorks deliver the Workplaces Project to Year 10 and Year 12 students in secondary schools and school sixth forms;
- d. DurhamWorks Programme for Schools supports students in Years 11 who are identified at risk of becoming NEET in secondary schools (including special schools and alternative education providers);
- e. DurhamEnable support individuals who have learning, physical and mental health barriers to access employment.
- f. We will increase access and take up of Care to Learn by parents aged under 20 years old.

Actions: What are we going to do?

- 1.1 The group will use an agreed definition of poverty.
- 1.2 National and local child poverty data and intelligence, hosted on Durham Insights will be analysed and shared to help inform and target service developments.
- 1.3 We will report and monitor against the set of agreed poverty measures which impact on children, young people and families
- 1.4 Use Business Intelligence and all available analytics to better understand and inform actions
- 1.5 We will use the County Durham Approach to Wellbeing to work with communities and partners to review and reframe communication and engagement plans to reduce stigma around poverty and increase uptake of financial entitlements and support.

- 2.1 Promote to all educational settings the 'Cutting the Cost of the School Day' and 'Pre-School Day' resources and deliver a targeted programme to an additional 50 nurseries and 75 schools/colleges. ?impact
- 2.2 Train Early Help practitioners, CYP SW, Midwives, Health Visitors to use the new AiCD portal;
- 2.3 Promote Making Every Contact Count Training to a broad range of key stakeholders working/contact with children, young people and families.
- 2.4 Financial ability training will be targeted at and accessed by key stakeholders working with/contact with CYP&F.
- 2.5 Develop and implement the Financial Inclusion Support Officer role in up to 9 secondary schools
- 2.6 Work with key partners and through co-production with children and families to develop and implement a targeted programme to increase the uptake of financial support including Free School Meals available to families.
- 2.7 We will develop a communication and marketing campaign to increase the uptake of Healthy Start programme.

- 3.1 Continue to develop and deliver an engaging and 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 We will develop a pathway to provide appropriate baby safety equipment to eligible families
- 3.4 We will develop and provide access to a 'Baby Bank' of essential baby clothes and equipment in all Family Hubs.
- 3.5 We will establish a pilot to promote social inclusion and mobility including supporting access to health appointments for pregnant women and their partners on low income
- 3.6 We will poverty proof all leisure centres to promote access and inclusion
- 3.7 We will promote access to free swim activities during weekends and school holidays
- 3.8 We will develop a digital offer accessible for parents

- 4.1 DurhamWorks will provide support to young people who are NEET to progress into sustained education, employment and training pathways, including Apprenticeships.
- 4.2 DurhamWorks will provide specialist careers advice and pathways for Children Looked after, Care Leavers and SEND to enable young people to realise their aspirations.
- 4.3 Provide opportunities for Year 10 and Year 12 students to learn about the world of work through visits to employers as part of the Workplaces Project.
- 4.4 DurhamWorks 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 DurhamEnable will support individuals who have learning, physical and mental health barriers to access employment.
- 4.6 We will monitor and report on Care to Learn for young parents in County Durham

Enabling Factors: What will make our outcomes possible

We will apply the **GMCA Framework for an effective local anti-poverty strategy** to inform our work the **County Durham Wellbeing Approach principles** to all work of the Child Poverty Working Group
Social Inclusion Team
 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