

our
place
in
london

Child Poverty Strategy **2009–2020**



Waltham Forest



Child Poverty Strategy

Foreword	2
Introduction	3
Defining child poverty, its causes and its effects	4
Evidence base in Waltham Forest	6
Aims and principles	8
Priorities	8
The Action Plan 2009-11	13
Schedule A: Mainstream Activity 2009-11	18
Contribution to partnership priorities	22
Child poverty targets	23
References	25

Foreword

Those of us in public service have a duty to stand up for the poorest and most vulnerable members of our community. Collectively, Waltham Forest's Local Strategic Partnership is determined to eradicate child poverty - by raising incomes, skill levels and aspirations, and supporting people during tough times.

Around 16,000 children in Waltham Forest are growing up in poverty, which is about a third of all our children.¹ Poverty will impact on every aspect of their lives - social, educational and personal. Poorer children do not perform as well at school as their peers in all stages of their development, and the gap widens as they progress through school. This influences young people's future prospects: increasing the likelihood that they will experience poor health, poor housing, unemployment and poverty into adulthood. The cycle of poverty is perpetuated in this way.

Of course, child poverty is a result of poverty in families. The borough has nearly 22,000 working-age adults who are not in employment.² In addition, residents' abilities to secure jobs are reduced, as 20% of our population have low skills, which compares poorly with 12.8% for London.² We also

have nearly 2,000 families in the borough who live in temporary accommodation, which again makes it harder to maintain work.³

But poverty is about lives not statistics. It's about the young mother struggling on a tight family budget or children growing up in bleak and overcrowded accommodation. It's about the chronic lack of self esteem that accompanies unemployment and low skills. It's about the fate of our children being dictated by background rather than ability.

We are already engaged in an unprecedented renewal of public facilities - £300 million to build state-of-the-art learning environments for our young people, £90 million to improve local housing and £15 million to establish 14 Children's centres. These are the building blocks of ambition and achievement. Moreover the Council's WorkNet Programme will help residents with jobs, skills and benefits advice over the next few years.

The context for our plans is an economic downturn. Our claimant count is rising; our economy is mostly built on small and very small firms; our growth sectors of retail and leisure are closely tied to disposable

incomes; and high levels of deprivation mean we are predisposed to problems around personal debt. So this is exactly the right time to prioritise the fight against poverty. We will stand by people during tough times and help them prepare for the economic upturn, which in Waltham Forest will be reinforced by the 2012 Olympics and East London's regeneration and growth.

Our Child Poverty Strategy includes new interventions and improvements to existing services. But perhaps most importantly it puts tackling child poverty and unlocking the talents of residents at the very heart of our work.

With best wishes



Councillor Clyde Loakes

Chair of the Child Poverty Task Group
Waltham Forest Local Strategic
Partnership

Introduction

Our Place in London, Waltham Forest's Sustainable Community Strategy⁴ (SCS), sets out our ambition for the borough over the next 20 years: to make the most of London's opportunities and growing prosperity for all our residents now and in the future.

To achieve our ambition for the future, our guiding principles are to: manage population growth and change; create wealth and opportunity for all residents; and retain wealth in the borough.

Tackling child poverty is a key element in our drive to create wealth and opportunity. We can only do this by coordinating efforts to help parents access sustainable employment and improve their skills. At the same time our challenge is to give children and young people the best possible start in life so that they have the skills, confidence and opportunity to achieve their hopes and ambitions.

This strategy will focus on how we can:

- reduce the numbers of children living in families where no-one is in work
- reduce in-work poverty
- provide children and young people with the best possible start in life
- reduce housing related poverty
- work closely with local

partners to tackle the causes and effects of child poverty.

The Child Poverty Strategy will support the delivery of the following key strategies:

- (i) The Children and Young People's Plan, and in particular priority outcomes on being healthy, enjoying and achieving, and economic wellbeing.
- (ii) The Employment and Skills Strategy, with a focus on the strategic objective to target enterprise and employability initiatives on hard to reach populations through Worknet, and to improve the borough's skills base so that residents can access new jobs in the borough and beyond.

Regeneration in East London and the opportunities to tackle child poverty

Waltham Forest is part of one of the most dynamic and complex cities in the world. As Londoners we benefit hugely from this: we have access to an unparalleled

range of employment and leisure opportunities and to a fantastic diversity of cultures, in which everyone can find something to be part of, and enjoy.

In 2012 we will be joint host to the biggest sporting spectacle in the world. The development of the Olympic Park will result in a legacy of thousands of homes and the largest urban park created in Europe for 150 years. The eastward shift of wealth and regeneration could change East London beyond recognition.

This is a unique opportunity for us to harness investment to transform the borough and the prospects of our residents. However, it is by no means certain that general prosperity will be shared by the poorest in our community. We must ensure that the huge investments taking place within and close to the borough are matched by concerted efforts at local level to enable our poorest residents to benefit from the regeneration of East London.

Without this, there is a serious risk that our most excluded residents will become ever more marginalised. Communities will suffer through increased deprivation and inequalities, which will reduce social cohesion.

Our SCS recognises that tackling child poverty is one of our biggest challenges, and yet it is fundamental to achieving our ambitions for Waltham Forest.

Our Local Area Agreement

The Local Strategic Partnership (LSP) has agreed a Local Area Agreement (LAA) with national government. As one of our 35 targets, we aim to reduce the

proportion of children living in poverty from 30.6% to 25.5% by 2011 (NI116).⁵ This means taking about 3000 children out of poverty in the next three years. The LAA has a strong focus on tackling worklessness, raising skills levels, and improving educational attainment. Action in these areas will support our efforts to tackle child poverty.

Our Multi Area Agreement

The five Olympic boroughs, Waltham Forest, Hackney, Newham, Greenwich and Tower Hamlets, are working together to create a Multi Area Agreement (MAA) to maximise the local opportunities resulting

from the Olympics and to create a sustainable economic legacy in east London. The MAA will focus on housing, worklessness and the public realm.

In relation to worklessness, the five borough group is currently seeking powers from the Government to enable them to: commission and deliver employment, skills and training services; realign administrative boundaries; introduce new accountability frameworks for the employment and skills service; and obtain assurances about funding stability. These actions will help significantly in the fight against child poverty.

Defining child poverty, its causes and effects

Defining child poverty

The most widely accepted definition of child poverty is a family with an income of less than 60% of the national median wage. However this measure is not sensitive to major variations in living costs, such as housing costs. Furthermore, this information is not available at local authority level. Therefore for the purposes of this strategy,

the child poverty rate will be measured by 'the percentage of children living in families receiving out of work benefits.' This is currently 30.6% in Waltham Forest.⁵

This is also used in the Government's National Indicator (NI) set.

Child poverty across London and in Waltham Forest

The child poverty trends over the last ten years show improvements nationally and in the capital. However, in London poverty rates are higher than the rest of the UK. Families are more likely to be deeper in poverty, more likely to be without a job, have fewer housing choices and face

multiple disadvantages than in the rest of the UK.⁶

Between 2004/05 - 2006/07 data showed that 30% of children were in low income groups after housing costs were taken into account in England. This compared with 41% for London and 37% in outer London.⁷

Evidence shows that Waltham Forest is not alone in identifying and experiencing child poverty: there are significant child poverty problems in East London with concentrations in areas such as Tower Hamlets, Hackney and Newham. The benefits trap, prohibitively high housing costs and insecure housing limits people's chances of entering work in the borough. The London-wide pattern of higher levels of urban deprivation is reflected in Waltham Forest, where again, we have concentrations of free schools meals eligibility, BAME communities, poor housing conditions and worklessness with particular concentrations in the south of the borough in Cann Hall, Cathall, Leyton and Higham Hill wards.

Child poverty and the economy

At the time of writing this strategy, the economy, which had been growing steadily for the last 16 years, has begun to contract at a significant rate. UK GDP shrank by 0.5% in the

third quarter of 2008, which was more than expected, and the trend looks set to continue well into 2009.⁸

Unemployment is rising: the numbers of those out of work nationally has risen to 1.7⁹ million, while the number of Job Seeker's Allowance (JSA) claimants increased in September by 31,800 to 939,900.⁹ The local claimant count has risen during the period. One of the short term challenges for Waltham Forest will be supporting workless parents into work, while stemming the increase in unemployment rates. High unemployment levels will mean greater competition for a limited number of jobs, and potentially lower wages to workers. This will force low income families into further poverty.

The housing market is suffering from declining property values, and there has been a sharp drop in prices. Home owners who had over-extended their credit are now struggling to pay mortgages. Nationally house repossession rates are predicted to increase by over 50% in 2008: the repossession figure for 2007 was 26,200 which is expected to increase to 44,895 by the end of 2008.¹⁰ This will have a bigger impact on low income families who have limited capacity to absorb any increase in monthly mortgage repayments, and contribute to an increase in the numbers of homeless families.

We know that businesses are also suffering from the effects of the downturn: nationally, the FTSE index had its worst October since 1987 and has fallen 36% over the last 12 months¹¹. Business rates collection in the borough is slightly down on last year's collection profile and has been since June. In addition, the value of business assets has fallen steeply¹². Nationally valuations of commercial properties are coming in at approximately 30% lower than a year ago and there are indications that this is replicated in the borough.¹³

Many of the businesses in the borough are micro businesses, and operate at the margins of viability. The economic downturn will put these at greater risk. The economic downturn places greater emphasis on service providers to work together and make tackling child poverty a priority. Dealing with the effects of the economic downturn and the predictions for the next year pose challenges to the Local Strategic Partnership in terms of the increased need for services to support families, and falling revenue incomes to pay for them.

Evidence base in Waltham Forest

The evidence base for Waltham Forest, based on the latest available data, shows that there is a high incidence of poverty risk factors in the borough: we have a large BAME community; a high proportion of lone parents; we have concentrations of multiple deprivation; and a high proportion of our families have more than four children.

Concentrations of poverty

The most recent measure of deprivation across the whole of England at small area level, ranked Waltham Forest 25th out of 354 districts. Furthermore, the borough ranks 37th for income deprivation which measures the percentages of people on means tested benefits, and ranks 57th in England for employment deprivation which measures those registered as unemployed, claiming Incapacity Benefit or Severe Disability Allowance or people participating in the New Deal programme.¹⁴

Children and child poverty

In August 2006, the borough had 57,415 children receiving child benefit living in 31,395 families.¹⁵ As of April 2007 Waltham Forest had 30.6% (15,965) children living in poverty measured by the children living in households in receipt of out of work benefits.¹

Work and benefits

20% of working age adults in Waltham Forest have low qualifications.²

In addition we have in-work poverty: in Waltham Forest there are currently 3,952 housing benefit claims from working age people (claimant and partner aged under 60) that are earning. Of these, 1,175 are council tenants and 2,777 live in privately rented accommodation.¹⁶

Family characteristics

Black and minority ethnic families are at higher risk of living in poverty, and in London this is especially the case for first generation migrants, asylum seekers and refugees and some longer standing communities, notably Pakistanis and Bangladeshis.

The employment rate for Pakistani and Bangladeshi males between January and December 2007 was 56.0% in Waltham Forest. This compares poorly with 74.7% for the male employment rate. The employment rates for Pakistani and Bangladeshi women was 28.9%, which again compares poorly with 60.3% for all other groups.²

There is also a high rate of free school meal eligibility, which is indicative of the head of household receiving benefits/ or being workless. The take up by ethnic group is: (46.9%) from Black Africans, (34.3%) from Bangladeshi, (35.1%) from black other, (33.7%) from white other and (37.6%) white Turkish pupils.¹⁷

In addition, family structure is an important factor, with children growing up in lone parent households at greater risk of experiencing poverty, and lone parents (usually mothers) less likely to be in work. In August 2007, we had around 6,800 lone parents claiming benefits.¹⁸ Similarly, children growing up in large families (more than four children) are more than twice as likely to be poor than a child growing up in a one child family, regardless of other family characteristics. In August 2006, 6.3% of families in Waltham Forest had four or more children, which is greater than the figure for England (4.4%).²¹

Housing

Insecure and poor quality housing has a negative impact on children, with frequent moves interrupting their education and reducing their ability to settle into school and make friends.

In March 2007, we had the 13th highest number of homeless households in temporary accommodation in London.¹⁹ More recent information from July 2008 shows that we have 1,948 households living in temporary accommodation, which is significantly higher than the Communities and Local Government (CLG) target figure for the same period and the trend is going in the wrong direction.³

Education and care

Educational outcomes, particularly in the early years, have significant implications for social mobility and prospects of poverty later in life. Supporting school children to aspire and achieve in school contributes

to breaking the cycle of poverty and prevents future, intergenerational poverty.

Analysis of exam results from 2007 shows that pupils eligible for free school meals do not perform as well as their peers at all key stages. Furthermore the results can vary by as much as 18 percentage points at the different key stages. The difference is up to 15 percentage points in writing at Key Stage (KS)1, 18 percentage points in English at KS2, 17 percentage points in Science at KS3, and 18.6 percentage points at KS4.²⁰

Health

Children's health has an impact on their life chances, and many health inequalities have their origins in childhood. Rising obesity and poor mental health trends are a concern. Children of parents in lower socio-economic groups have been found to be three times more likely to have a mental health problem than children of parents in higher groups.²¹

In summary, Waltham Forest has a concentration of risk factors:

- concentrated levels of economic and social deprivation
- high levels of child poverty
- 20% of working age adults having low skills
- high levels of in-work poverty
- larger families
- high levels of free school meal take up, and low educational attainment
- the numbers of households living in temporary accommodation on the increase.

Aim and principles

The aim of this strategy is:

To take 3000 children out of poverty by 2011 and to eradicate it by 2020.

The guiding principles for all our efforts to tackle child poverty are as follows:

- address both the causes and effects of child poverty, but concentrate our efforts on tackling the causes;
- address child poverty within the context of equalities and diversity, given the inequitable levels of poverty experienced by disabled people, lone parents, and people from Black, Asian and Minority Ethnic (BAME) backgrounds;
- lead by example as major employers, fully considering the child poverty implications associated with decisions on wage rates, conditions of employment and equal opportunities.

Priorities

We have identified five key priorities for tackling child poverty in the borough. The priorities have been developed through an examination of the evidence base, a series of facilitated workshops with partners and stakeholders, specialist advice from the Institute for Public Policy Research, and the input of our Children and Young People's Scrutiny Committee. The priorities are believed to be most likely to deliver the greatest measurable outcomes for the poorest families, in the long term, and up until 2020.

The sections below present the priorities for work, and information about the services that the Council and other service providers deliver in the borough to support families.

The action plan for 2009-2011 sets out the new activity that the Council and its partners will progress in the short term. In parallel with this, the attached

Schedule A details mainstream services that will support the implementation of the action plan.

1 Reduce the number of children living in workless households

Why this matters?

Work is a key route out of poverty, and increasing employment is of fundamental importance to

the delivery of our Sustainable Community Strategy and the creation of wealth. We must unlock the talents of our residents, and make the most of the employment opportunities in and close to the borough.

What is already happening?

We have recently agreed an Employment and Skills Strategy. Considerable investment is

taking place through the City Strategy Pathfinder, in developing holistic and client focused services that will link together to help people into work. The five Olympic host boroughs are in the early stages of developing a Multi Area Agreement, with a focus on measures to tackle worklessness as part of the Olympic legacy. This will contribute to developing an effective sub regional approach to tackling child poverty.

We have established our Worknet Partnership Programme covering Waltham Forest Council, Jobcentre Plus, the Community Based Housing Association and the Learning and Skills Council. The service is a fully integrated entry to work 'offer' that comprises a range of specific services including debt counselling, non-housing advice, customised skills and language support, job preparation and job brokerage. At the moment the service is delivered through Single Points of Access and is spread across the borough, in Children's Centres, Registered Social Landlord (RSL) receptions, Waltham Forest College and Jobcentre Plus offices.

Worknet is helping with improving the co-ordination of services, and developing targeted outreach to engage hard to reach families. We will deliver services from venues that are easier to access, such as Children's Centres, and extended schools. We will also deliver and

expand the English for Speakers of Other Languages (ESOL) training and support to parents, and post qualification support.

In addition to core Jobcentre Plus services that help people off benefit and into work, the London Parent Offer provides a range of out of work support for parents seeking employment, in-work support during the transition into employment, and continuing support for up to 12 months.

Jobcentre Plus targets people with children who claim working age benefits to deliver support to overcome childcare barriers. Advisers also work with parents to encourage them to take advantage of additional support through the New Deal for Lone Parents and New Deal for Partners. Jobcentre Plus is working with local partners, including WorkNet to deliver Options and Choices Events to lone parents whose youngest child is 12 to help prepare them for work and support.

The Learning and Skills Council (LSC) funds a range of provision to help adults gain skills (including English for Speakers of Other Languages, numeracy, literacy, vocational skills) and help them into employment. This includes further education, work-based learning, Skills for Jobs, ESOL for Work and programmes co-financed by the European Social Fund. There is also now a strong emphasis on work-related skills

for young people in schools, colleges, work-based learning and other provision.

The Citizens Advice Bureaux (CABs) provide advice on benefit entitlement to individuals and families both in and out of work. This involves identifying potential entitlements to benefits, and casework assistance in the form of reviews and appeals where benefit payments are being delayed, inappropriately refused or underpaid.

The CABs also provide debt advice to those who have received an overpayment in benefits, and are having to refund this through a reduction in income. They help to ensure that priority items such as rent mortgage payments can be maintained without undue hardship to the family.

Jobcentre Plus is implementing the Employment Support Allowance for people with a health condition, increasing support to help parents into work. The Flexible New Deal will also be delivered, commencing October 2010. Jobcentre Plus programmes are geared to helping people who are closer to the local labour market. Worknet, crucially, is aimed at people who are further away from the labour market, and focuses on raising people's skills up to the level where they can take advantage of mainstream programmes and services.

2 Reduce incidence of in-work poverty

Why this matters?

We know that being in work does not necessarily take families out of poverty, particularly in London where two-fifths of London children living in poverty are in families with at least one adult in work. Increasing employment rates without regard to pay levels and prospects for increased future earnings will not therefore tackle child poverty. Skill levels are low in Waltham Forest, preventing our residents from progressing into higher paid work, and making them very vulnerable to the impact of the current and future economic downturns.

What is already happening?

Learning and Skills Council programmes aimed at improving the skill levels of those in work are delivered in Waltham Forest through a variety of providers, including the Council's Community Learning and Skills Service. These include Train to Gain, European Social Fund programmes and Apprenticeships, which are now available to adults of any age as well as 16-18 year olds.

The Learning and Skills Council and its partners work with employers and businesses to help them identify their organisational learning needs through the Train to Gain service. This programme seeks to improve people's skills

while they work to improve business productivity and increase individuals' chances of retaining and progressing in work.

The Jobcentre Plus London Parent Offer seeks to support parents in work for 12 months through a range of financial measures. Disability Employment Advisers also seek to help disabled people return to work through Access to Work support.

Jobcentre Plus promotes the take up of in-work benefits, especially housing benefit and tax credits, by both working with the borough's major employers, and providing information through relevant channels of communication, such as schools and children's centres. The CABs support individual residents to take up in work benefits, identifying potential entitlements to both the primary benefits for people out of work, and secondary benefits for those families with long term health problems or disabilities (Disability Living Allowance and Carers Allowance). The CABs service provides casework assistance with helping with initial applications, reviews and appeals.

The Learning and Skills Council has ambitious plans to increase the provision of Train to Gain and Apprenticeship places, and increase take up by Waltham Forest residents.

3. Getting young people off to the best possible start in their education - raising aspirations and closing the educational attainment gap whilst raising standards for all

Why this matters?

Research shows us that children's early years education has considerable implications for their future educational attainment and employment outcomes. This means that getting children off to the best possible start, and raising aspirations and attainment, is extremely important and will assist with preventing future inter-generational poverty. We know that in Waltham Forest, children who receive free school meals have a lower attainment rate at KS 4 than the Waltham Forest and London averages for the two indicators. This gap widens as children progress through school from KS 1 to 4. We want to prevent this trend of underachievement from the beginning of a child's school career, through providing them with the best opportunities to learn and achieve.

What is already happening?

The Children and Young People's Plan sets out the activities being undertaken to improve outcomes for the borough's children. There has been a strong focus on improving the educational

attainment of all children, and there are positive trajectories at most key stages.

Our 14 Children's Centres are at the heart of the efforts to provide more co-ordinated services; with positive partnerships firmly in place with health services to support low income families. NHS Waltham Forest's universal health programme is aligned with Children's Centres (rather than being aligned with GP practices). Some 11 community health visitors and 11 community nurses provide enhanced services from all Children's Centres. A further two intervention health visitors will shortly begin working specifically with babies and teenage parents in Leyton and Leytonstone.

In addition, to this we will look for innovative ways to extend services into the community through targeted outreach. In particular, we want to maximise the potential of health visiting services, to signpost to other available support. The Support and Resettlement team in Housing Services work with all homeless families with children in temporary accommodation, linking them with Health and Education services.

£300 million is being invested in modernising our schools, through the Building Schools for the Future programme, up until 2013. New schools will be able to offer a much more extensive

range of services, both to the pupils and to the communities they serve.

There is extensive provision of services for children and young people through the community, voluntary and private sector. The supportive and preventative services cover: after school clubs, supplementary schools, youth work, care work, fostering and adoption services.

We are focusing on increasing the take up of free early education entitlement for three and four year olds. We will also develop targeted programmes to improve the skills and career aspirations of young mothers.

4. Reducing housing related poverty

Why this matters?

Temporary accommodation intersects with child poverty in a number of ways. Insecure housing limits a parent's chances of entering work, particularly due to prohibitively high rent levels. Insecure or poor housing also has implications for children, with frequent moves disrupting schooling.

What is already happening?

We are developing a new housing strategy, which will prioritise the building of new homes, particularly affordable family homes. This will feed into the MAA.

We work with those facing homelessness, keeping families in their home as a priority. We have a target to halve the numbers of families in temporary accommodation by 2012. We have a rent deposit scheme to enable people to take up private tenancies, and a private sector leasing scheme, to make homes available for homeless people.

We are already part of the Choice Based Lettings Scheme, to facilitate mobility amongst social tenants.

Neighbourhood managers focus on pockets of deprivation in local housing estates, by drawing up action plans that influence local service providers to improve existing services or develop new ones.

We work with EAGA, the residential energy efficiency solutions group, to increase uptake of home energy efficiency grants and to reduce fuel poverty.

We work with RSLs and Ascham Homes to develop more robust programme targets and actions to reduce the risk of burglary.

5. Work closely with partners to tackle the causes and effects of child poverty

Why this matters?

Child poverty is multifaceted and a wide range of local policies and actions can impact on it, both positively and negatively. Improving how partners work collaboratively, and sign up to tackling the causes and effects of child poverty will help address the issues more effectively.

What is already happening?

All LSP partners have agreed to sign up to the 'Child Poverty Pledge' to reduce child poverty as part of their mainstream activities.

We have appointed a 'champion' for tackling child poverty, to drive forward the delivery of the strategy.

We are participating in networks to share and learn from best practice in tackling child poverty.

We are ensuring that the impact of policy or service changes on child poverty is understood and addressed as part of our developing sustainability appraisal.

The Action Plan 2009-11

This action plan has involved carrying out a gap analysis to establish what is already taking place and how well it is working. It contains new activity and adds to the existing mainstream activity. It covers the period until March 2011, and will be reviewed every two years to take into account developments and progress against the targets, which are synchronized with the LAA reporting cycle.

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
<p>Reduce the number of children living in workless households</p>	<p>1.1 Expand WorkNet outreach services</p> <ul style="list-style-type: none"> • expand WorkNet outreach services and establish a presence in all 14 Children's Centres. • begin service delivery and refer parents to: information and advice; in-work financial support, mentoring and coaching; better-off in work calculations; customised vocational skills development; debt counselling; financial support; housing advice; job preparation; and language support and training. • complete an evaluation of the Worknet Service, and use the lessons to inform service improvement. 	<p>Assistant Director of Development, Sustainable Communities</p> <p>Assistant Director of Development</p> <p>Assistant Director of Development</p>	<p>March 2009</p> <p>March 2009</p> <p>April 2009</p>
	<p>1.2 Support women back to work</p> <ul style="list-style-type: none"> • review and build on the targeted outreach work underway at school gates to support women back into work. • explore options to deliver ESOL classes on school premises to make access simpler. • support ESOL lesson beneficiaries to plan further conversation classes. 	<p>Assistant Director of Development,</p> <p>Head of CLASS, CLASS Community Education</p> <p>Assistant Director of Development, Sustainable Communities</p>	<p>From January 2009</p> <p>March 2009</p> <p>September 2009</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
<p>Reduce incidence of in-work poverty</p>	<p>2.1 Developing staff skills</p> <ul style="list-style-type: none"> • conduct a diagnostic assessment of staff skills levels as part of signing up to the Government's Skills Pledge. • develop an action plan detailing priority low-skilled staff and the training on offer. • insert a clause in our contracts with TUPE contractors to encourage them to include a commitment to enable staff to train to level 2 through Train to Gain. 	<p>Head of Human Resources, People, Policy and Resources Head of Human Resources Head of Procurement</p>	<p>January 2009 April 2009 June 2009</p>
<p>Getting young people off to the best possible start in their education - raise aspirations and close the educational attainment gap whilst raising standards for all</p>	<p>3.1 Joining up children's services</p> <ul style="list-style-type: none"> • establish the joint visiting team of a benefits officer and specialist family support advisor to families of three, four and five year olds due to join the five primary schools with highest FSM and low educational attainment. The pilot will adopt a family-centred, multi-disciplinary approach and support routes out of poverty. • set up a parents advisory group. • deliver the first round of visits to families. • deliver intensive support and personalised packages to 100 families at greater risk due to a combination of poverty-related factors with a focus on parental engagement in early learning. 	<p>Head of Education for Communities, Education for Communities Head of Education for Communities Head of Education for Communities Head of Education for Communities</p>	<p>March 2009 July 2009 May 2009 March 2010</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
	<p>3.2 Improve access to information</p> <ul style="list-style-type: none"> • develop an information pack on Children's Centre services and the other services available to families in the borough. • use the births registration service to disseminate information to families on relevant services and support. 	<p>Head of Education for Communities Head of Education for Communities</p>	<p>May 2009 August 2009</p>
	<p>3.3 Raising aspirations</p> <ul style="list-style-type: none"> • increase the numbers of pupils from disadvantaged communities going onto higher education through expanding the existing Aim Higher programme. • identify and remove barriers and target advice and information towards parents and pupils about internships and higher education opportunities. • target the programme at year five and six pupils, and extend the present Aim Higher work to year seven and eight in secondary schools through workshops. • set up the programme • begin delivery • evaluate the programme • monitor the increase in the numbers of UCAS applications • monitor the increase in take-up of places at higher education institutions • assess the numbers of students who complete their higher education courses 	<p>Head of Education for Communities Director, VTES Director, VTES Director, VTES Director, VTES Director, VTES Director, VTES</p>	<p>April 2009 June 2009 October 2011 February 2011 October 2011 June 2014/15</p>
	<p>3.4 Improve access to IT</p> <ul style="list-style-type: none"> • develop criteria for targeting the Council's recycled computers to community venues to help support children from low income families. 	<p>Head of Information and Customer Service, (ICS)</p>	<p>February 2009</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
	<ul style="list-style-type: none"> • write to target groups to ask about interest in receiving a personal computer. • distribute computers to community venues including after schools clubs, supplementary schools, libraries and young people's charities. 	<p>Head of Information and Customer Service, (ICS)</p> <p>Director, Maxitech</p>	<p>February 2009</p> <p>March 2009</p>
	<p>3.5 Promote school meals take-up across Waltham Forest</p> <ul style="list-style-type: none"> • set up the pilot national Schools Food Trust (SFT) campaign • prepare to set up a school meals campaign for after the SFT trial • deliver the SFT campaign • evaluate the SFT campaign, and mainstream the learning from this. • deliver Waltham Forest's School Meals campaign. 	<p>Head of Corporate Communications, Corporate Communications</p> <p>Head of Corporate Communications</p> <p>Head of Corporate Communications</p> <p>Head of Corporate Communications</p>	<p>January 2009</p> <p>August 2009</p> <p>April 2009</p> <p>May 2009</p> <p>May 2009</p>
Reduce housing related poverty	<p>4.1 Help families to deal with personal debt</p> <ul style="list-style-type: none"> • deliver information about 'smarter' access to financial products, bank accounts and mortgage advice, through delivering publicity and marketing the Credit Union services from the Walthamstow, Waltham Forest Direct (WFD) offices. • deliver Credit Union outreach sessions through WFD, and sign up new members. • carry out a feasibility study of the options to move the Credit Union into bigger and centrally based offices. 	<p>Assistant Director of Development</p> <p>Director, Credit Union</p> <p>Assistant Director of Development</p>	<p>January 2009</p> <p>May 2009</p>
	<p>4.2 Prevent the negative impact of housing development</p> <ul style="list-style-type: none"> • carry out a school place, leisure, transport and health provision 'Impact Assessment' for any development of over 10 homes. ²² 	<p>Assistant Director of Development</p>	<p>February 2009</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
	<p>4.3 Improve access to homework clubs</p> <ul style="list-style-type: none"> • identify three areas with a high degree of overcrowded households. • pilot additional homework clubs for two years. 	<p>Executive Director, Children's Services Head of Housing</p>	<p>January, 2009 January, 2010</p>
	<p>4.4 Improve housing</p> <ul style="list-style-type: none"> • procure the services of a Home Improvement Agency to provide a full range of Home Improvement services to disabled and vulnerable owner-occupiers. This will include providing information on grants and loans to carry out maintenance and improvements.²² 	<p>Executive Director, Adults and Social Care</p>	<p>March 2010</p>
<p>Work closely with partners to tackle the causes and effects of child poverty</p>	<p>5.1 Develop a joint understanding of poverty</p> <ul style="list-style-type: none"> • assist the Council and its partners to understand poverty, which is a common factor in social care work. This work will be in the context of the resilience framework. • plan three consultation focus groups with children in care, including: <ul style="list-style-type: none"> i unaccompanied asylum seekers who are not in further education and are coming to an end of their time being supported by Social Services ii care leavers - British born, 18 and over years old iii accommodated 13-14 year olds 	<p>Head of Policy, Partnerships and Research</p>	<p>April 2009</p>
	<p>5.2 Reduce the financial burden on families</p> <ul style="list-style-type: none"> • explore the options to assist residents to spread the cost of Council Tax payments over 12 months instead of the current 10 months. 	<p>Director of Finance</p>	<p>April 2009</p>
	<p>5.3 Increase school meal take up</p> <ul style="list-style-type: none"> • lobby central Government to secure support to subsidise primary school meals. 	<p>Head of Policy, Partnerships and Research</p>	<p>Ongoing</p>

Schedule A: Mainstream Activity 2009-11

	Activity	Lead agency
1	Establishing a network of single points of access for all residents in Waltham Forest. This will enable extended and improved access to employment and skills support and improve inter-agency and cross departmental working.	LBWF Sustainable Communities
2	<p>Worknet Partnership coordinating services across all Worknet providers, Children's Centres and other partners to complement mainstream Jobcentre Plus and Learning Skills Council services to target child poverty.</p> <p>Evaluating and mainstreaming the positive lessons from the Registered Social Landlords pilot programme focussing on low income families.</p> <p>Developing a New Deal for Families programme as part of the City Strategy Pilot for low income working families giving additional support to maximise family incomes.</p>	LBWF Sustainable Communities
3	New Deal Lone Parent advisors and other Jobcentre Plus advisors working with Worknet Outreach Services as part of the Single Points of Access approach to help target extra support to families.	Jobcentre Plus
4	<p>Developing the WorkNet core offer through a casework approach to provide personalised support</p> <p>Neighbourhood Managers, Advice Outreach and Housing Management identifying and delivering holistic support services through the Single Points of Access Work Package. This will cover: financial management, benefits advice, training, childcare advice, condition management, individual career and aspiration development.</p>	LBWF Sustainable Communities
5	<p>Developing targeted outreach to engage families that are most at risk of experiencing child poverty through:</p> <ul style="list-style-type: none"> • developing and extending a volunteering programme with Forest Recycling Project to improve the work experience offer locally • coordinating all employment and training opportunities, including end use, arising from Section 106 planning gains. 	LBWF Sustainable Communities
6	Developing the Meganexus system to track clients and the success of initiatives. Share the monitoring system between service providers and Jobcentre Plus.	Worknet Partnership
7	Canvassing vacancies that are available and suitable for parents as part of the Local Employment Partnership.	Jobcentre Plus
8	Worknet and Jobcentre Plus advisors working together to deliver awareness events for lone parents before they move onto Job Seekers Allowance.	Jobcentre Plus

	Activity	Lead agency
9	Raising awareness about the changes in benefits through the Multi Lingual Advice Services consortium and the Citizens Advice Bureau.	LBWF Sustainable Communities
10	Promoting and subsidising affordable childcare for lone parents before they start work as part of the New Deal for Lone Parents.	Jobcentre Plus
11	Learning and Skills Council focussing on ESOL, and delivering more ESOL classes and intermediate qualifications.	WF Learning and Skills Council
12	Providing targeted support in language training and confidence building.	LBWF CLASS Community Education
13	CLASS working with the Learning and Skills Council, to identify external funding opportunities to increase ESOL provision.	LBWF CLASS Community Education
14	Developing the sub regional approach and targets through the five boroughs Multi Area Agreement, to address worklessness and child poverty.	LBWF Sustainable Communities
15	Commencing the delivery of Flexible New Deal that will provide individualised support for people claiming benefits for over 12 months	LBWF Sustainable Communities
16	Establishing Learning and Skills Council funded 'Skills for Jobs' programmes (focus on hard-to-reach groups) and link to Local Employment Partnerships.	WF Learning and Skills Council
17	Establishing European Social Fund funded programmes to help adults into work.	WF Learning and Skills Council
18	Using the Family Learning Impact Fund to run courses for adults and children together in numeracy and literacy.	WF Learning and Skills Council
19	Increasing the take up of Direct Payments to families with disabled children, to enable them to put into place appropriate support packages to allow them to get back into work or training.	LBWF Children and Families
20	Offering Better Off In Work Calculations to support families to access information, and if necessary promote take-up of in-work benefits, especially housing benefit and tax credits, working through the borough's major employers.	Jobcentre Plus
21	Promoting the take up of in-work benefits such as Tax credits and Housing Benefit.	Citizens Advice Bureau

	Activity	Lead agency
22	Researching the effectiveness of the Jobcentre Plus ERA Pilot to keep people in work, and scope the options for developing a similar programme within WorkNet.	LBWF Sustainable Communities
23	Targeting Early Years 'Make a Big Difference Programme' to the 10 schools with the highest numbers of pupils from the 20% Super Output Areas and lowest attainment.	LBWF Education for Communities
24	Developing an outreach model through Children's Centres based on best practice models targeting the most disadvantaged, hard to reach families and young fathers, in partnership with Health Services.	LBWF Education for Communities
25	Monitoring the take up of Children's Centre services by income group, age and ethnicity.	LBWF Education for Communities
26	Developing relationships with large out of borough employers and prestigious universities, to identify opportunities to inspire young people.	VTES
27	Children's Centres identifying 'children in need' to benefit from the DCSF pilot for the Free Early Education Grants for 2 year olds.	LBWF Education for Communities
28	Developing a targeted campaign to market and increase the take up of Free Early Education Grants for three and four year olds among poor families.	LBWF Education for Communities
29	Developing a scheme to help families reduce their outgoings through more cost effective shopping habits and learning to cook on a budget.	VTES
30	Extending the childcare affordability project within Children's Centres.	LBWF Education for Communities
31	Developing options to enable low income families to take up childcare spaces.	LBWF Education for Communities
32	Increasing the quality of the Health Visitors programme and use this as a gateway for the provision of other support services.	NHS Waltham Forest
33	Running a pilot programme to include skills for life - to improve educational and career aspirations of young mothers.	WF Learning and Skills Council
34	Working with a range of youth organisations and promote the youth offer to young people in schools.	LBWF Education for Communities

	Activity	Lead agency
35	Developing a programme to help young people identify and understand how their early life choices in education and training choices affect their career and wealth progression later on in life.	VTES
36	Identifying the options for increasing the levels of investment in rent deposit schemes for homeless/potentially homeless households with children who would prefer to live in the privately rented sector.	LBWF Housing and Neighbourhoods
37	Enhancing the homelessness prevention and housing options service, including tackling repossessions and promoting the private rented sector and shared ownership.	LBWF Housing and Neighbourhoods
38	Developing an action plan to improve the heating options for housing that fails to meet the decent homes standard.	LBWF Housing and Neighbourhoods
39	Increasing take-up of home thermal efficiency grants amongst low income families.	LBWF Housing and Neighbourhoods
40	Expanding the programme of 'target hardening' measures to low income families to mitigate against the risk of burglaries.	LBWF Housing and Neighbourhoods
41	Ensuring our LDF reflects that 50% of all housing provided in the borough should be affordable and that all new homes should reflect minimum space standards. ²²	LBWF Housing and Planning
42	Participating in London wide and local best practice networks.	LBWF Policy, Partnerships and Research
43	Developing a campaign to extend the parent support offer for the first 12 months to 18 months with a tapering of benefits.	Worknet Partnership
44	Campaigning to improve Government benefits administration to: <ul style="list-style-type: none"> • reduce excess delays in processing applications for Child Benefit and Child Tax Credits • introduce fairer ways of recovering Child Tax Credit overpayments 	Bureau Manager, Citizens Advice Bureau
45	Building child poverty into sustainability assessments	LBWF Policy, Partnerships and Research

Contribution to partnership priorities

Which LAA indicators are supported by this plan?	
Ref.	NI Description
NI 72	Achievement of 78+ points at the Early Years Foundation Stage with at least six points in each of the scales in Personal, Social and Emotional Development (PSED) and Communications, Language and Literacy (CLL)
NI 92	Narrowing the gap between the lowest achieving 20% in the early Years Foundation Stage Profile and the rest
NI 116	Proportion of children in poverty
NI 161	Number of Level 1 qualifications in literacy (including ESOL) achieved
NI 163	Proportion of population aged 19-64 for males and 19-59 for females qualified to Level 2 or higher
NI 187	Tackling fuel poverty (percentage of people receiving income based benefits living in homes with a low energy efficiency rating)

Which SCS commitments are supported by this plan?	
Ref.	Commitment Title
	Create wealth and opportunity for residents; provide children and young people with the skills and confidence to achieve their ambitions and compete in the global economy
	Create wealth and opportunity for residents: achieve full employment

Child poverty targets

Priority	LAA Indicator Ref.	Indicator Description	Baseline	Improvement Targets			Lead Agency
				2008-09	2009-10	2010-11	
Reduce the number of children living in workless households	NI 116	Proportion of children in poverty	30.6% (April 07)	29.8% (April 09)	28.1% (April 10)	25.5% (April 11)	Waltham Forest Council
	N/A	Number of individuals benefiting from the Single Points of Access, and moving into work and training.	N/A	2000	To be agreed in 2008-09	To be agreed in 2008-09	Waltham Forest Council
Reduce incidence of in work poverty	NI 161	Number of Level 1 qualifications in literacy (including ESOL) achieved	540	546	564	586	Learning and Skills Council
	NI 163	Proportion of population aged 19-64 for males and 19-59 for females qualified to Level 2 or higher	60.0% (2006)	60.3% (2007)	60.9% (2008)	61.5% (2009)	Learning and Skills Council

Priority	LAA Indicator Ref.	Indicator Description	Baseline			Improvement Targets			Lead Agency
			2007-08	2008-09	2009-10	2010-11			
Getting young people off to the best possible start in life - raise aspirations and close the educational attainment gap whilst raising standards for all.	NI 92	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest	40.9% (2007)	34.0% (2009)	Target set on an annual basis	Target set on an annual basis	Target set on an annual basis	Waltham Forest Council	
	NI 72	Achievement of at least 78 points across the Early Years Foundation Stage with at least six points in each of the scales in PSED and CLL	35.0% (2007)	39.2% (2009)	Target set on an annual basis	Target set on an annual basis	Target set on an annual basis	Waltham Forest Council	
Reducing housing related child poverty	NI 187	Tackling fuel poverty (percentage of people receiving income-based benefits living in homes with a low energy efficiency rating)	N/A - this is a new indicator	To be agreed once 2008/09 data is available	To be agreed once data is available	To be agreed once data is available	To be agreed once data is available	Waltham Forest Council	
Improving the effectiveness of service providers to address the causes and effects of child poverty.	N/A	Consult with children and young people effected by child poverty to help inform service planning	N/A	3 focus groups	To be agreed if appropriate	To be agreed if appropriate	To be agreed if appropriate	Waltham Forest Council	

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